

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLV, No. 7

NEW YORK, MAY 14, 1931

10c A COPY



An ANCIENT ART and a MODERN INDUSTRY



WHEN only towering timber marked the sites of future cities, and shadowy streams were noiseless highways for Indian travel, canoe building in America was an art.

Perfected by generations of red-skinned craftsmen, the Indian canoe was a swift and finely balanced craft of primitive savage beauty.

Light and lithe, designed on delicately graceful lines, it poised ready to leap with the hunter's heart or instantly respond to the warrior's will.

Today, this Indian heritage, handed down from Iroquois and Lenni-Lenape artisans, reaches perfection in the Old Town Canoe.

True to the Indian type, but strong where its forebears were frail, equally responsive, but built to bear the brunt of long, hard use, the Old Town Canoe has won nation-wide recognition for beauty, grace, strength and swiftness.

By consistent use of small space in outdoor magazines, Advertising Headquarters has poured the lore of the canoe and the perfection of Old Town into the consciousness of a hand-picked group—the zealous votaries of lake and stream.

N. W. Ayer & Son, Inc.
Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



"Generally ahead—always abreast—of agricultural development in the Northwest since 1882."

ALBERT H. HARMON
HORACE C. KLEIN
Publishers

**[Sketch No. 8 introducing Publishers]
(and Editors of Standard Farm Papers]**

... and Space Buyers Profit

For nearly half a century this publication, with typical "Standard" vigor, has been a most influential factor in giving voice to the efforts of producers for increasing farm purchasing power.

Nationally-known cooperative successes that have originated in the great Northwest territory include

Land O' Lakes Creameries, Inc., last year selling nearly one hundred million pounds of butter in the best markets of the world—75% being sold at higher prices, directly benefiting producers;

Twin City Milk Producers Association, known everywhere for its trail-blazing success in cooperative milk selling;

Central Cooperative Commission Company, which sells the livestock for 600 communities in the Northwest—handling a third of all rail receipts and a fifth of all truck shipments of livestock sold at the St. Paul stock yards.

Many similar movements to increase farm incomes receive "Standard" support. They create more dependable markets for all whose products meet the needs of the farm business and the farm home.

Eight papers reaching 2,350,000 farm homes

American Agriculturist
Breeder's Gazette
Farmer and Farm, Stock and Home

Hoard's Dairyman
Nebraska Farmer
Prairie Farmer

Progressive Farmer and Southern Ruralist
Wallace's Farmer and Iowa Homestead

The STANDARD FARM PAPER UNIT

NEW YORK — Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO — Standard Farm Papers, Inc., Daily News Building
SAN FRANCISCO — 917 Hearst Building

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May 14, 1931

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLV

NEW YORK, MAY 14, 1931

No. 7

17

This Year's Challenge to Trade Associations

The Next Ten Years Are Important—But What About 1931?

By C. B. Larrabee

"The direction in which we are heading is the way to chaos . . . chaos caused mainly by lack of a plan evenuating from constructive business leadership."—*Dean Wallace B. Donham, author of "Business Adrift."*

"The programs of most trade associations are inadequate for the urgent needs of the next ten years—because they have really been inadequate for the past ten. . . . Trade associations must start anew or they will not survive."—*O. H. Cheney, former vice-president, Irving Trust Company.*

"Either competition will fall to the level of vicious fighting and trade demoralization or it must adopt a practical plan of co-operation. Men working together sincerely for a common end and a common purpose can so organize their energies that problems fade before them and limitations recede."—*Charles F. Abbott, executive director, American Institute of Steel Construction, Inc.*

TIMES that try men's souls also try trade association pocketbooks. Thus at the present time there are a number of associations which, when business was good, were going somewhere rapidly, but now that business is what is conservatively termed "off" they find themselves with depleted reserves and budgets that in some cases are microscopic.

In addition to this they are meeting on all sides the caustic criticism so well voiced by Mr. Cheney. There is no use blinking at facts. Trade associations faced the depression unprepared and failed miserably to measure up to their opportunities. As the Chinese would say, they have lost face, and as the Chinese know, once one has lost face he has lost something very difficult to regain.

It is natural, then, that there should be a great deal of discussion about the future of the trade association. It is unfortunate that so much of this discussion centers about the next ten years and not about the next year. It is in the next year that much of the history of the next ten years will be written, just as Charlemagne started the history of the World War when he partitioned his empire more than 1,000 years before Serajevo.

It is, of course, comfortable to talk about ten years hence. It gives speakers the opportunity to overlook the pressing problems of today which, to put it baldly, many associations haven't the intestinal fortitude to face. It is unfortunate that these problems are of that nature which is best characterized as "too hot to handle." Associations whose policies have been to see, hear and speak no evil find themselves suddenly forced to hear, see and speak carloads of it. It is the kind of business evil that pricks stuffed shirts and reveals that the stuffing has been only air.

This article is not written for association secretaries. They have been attacked plentifully but theirs is not the blame.

"No trade association is stronger than its members." Again I am quoting Mr. Cheney. "Business men like to have trade associations, but they do not, at heart, want their trade associations to do anything. . . . In actual practice most

associations accomplish what they do in spite of their members, not because of them."

The next year stands ahead of business and throws down its gauntlet with the challenge, "What are you going to do about it?" If we could personify the year we might see it smiling contemptuously but confidently, certain that business through its trade associations hasn't the courage to deal with the problems that call for co-operative work.

This is an age of programs. Governments adopt programs for this and that. Publications suggest programs to be followed by their readers. Any speaker who wishes to get the ear of his audience can be sure of a hearing if he suggests a program. Therefore it is excusable to suggest that there are certain items that cry for inclusion on trade association programs for the next year. They are not nice items. Some of them are distinctly nasty. But they arise out of conditions in business that must be corrected. One wonders cynically if there are any trade associations with the courage to tackle them. It will be so much more comfortable to take the long view, which overlooks conveniently the morass in which we are.

There is no use in suggesting an extensive program. Any one of the items is probably too large an order for most trade associations as they have been constituted in the past. Here, then, are problems, few in number, which threaten to plunge business further into uncertainty unless corrected and which can be corrected only by co-operative effort on the part of industrial units.

Certain phases of these problems skirt the edges of illegal practice. However, associations, burned by the Federal Trade Commission and other Government agencies, are likely to be a little too fearful of the fire. Even where the items on the program do suggest possible legal complications, there is no valid reason why associations should feel that there is no excuse for discussion if not for action. They have discussed even more

delicate subjects when these subjects were not likely to tread on members' toes.

1. *Non-profiteers.* Non-profiteering is a term the writer coined about a year ago to cover the practice of selling at or below cost in order to cut under competitors' prices and get business away from them on an unprofitable basis. Trade associations are probably better able to handle this subject than they are to handle any of the other delicate subjects that face them. Many of the associations have made a great deal of research into cost accounting and issue bulletins regularly to their members dealing with costs and selling prices. At least it will not seem entirely revolutionary if these associations go a step further and build upon their cost information in an effort to eliminate non-profiteering.

The basis of non-profiteering is desperation. Company A, with a large plant and a group of workers already discontented under part-time conditions, bids for business. It knows its costs and knows the costs of Company B and Company K. Therefore it makes a bid on a non-profit basis—sometimes a loss basis.

Rationalizing, as executives are tempted to do nowadays, the directors of Company A assure themselves that all they have in mind is the altruistic purpose of keeping the factory open and providing work for their employees. In far too many cases the real reason is to be found in the hope that if they once get the business away from Companies B and K, they will hold it and some happy day, when conditions are right, they'll get their profits.

Non-profiteering always has one of two parents—desperation or ignorance. It is an economic crime because under any possible system of business ethics it means the eventual disruption of an industry and the eventual loss of money to many companies in the industry.

2. *The advertising allowance.* Tut! Tut! Also sh-sh! Isn't the advertising allowance a legitimate

May 14

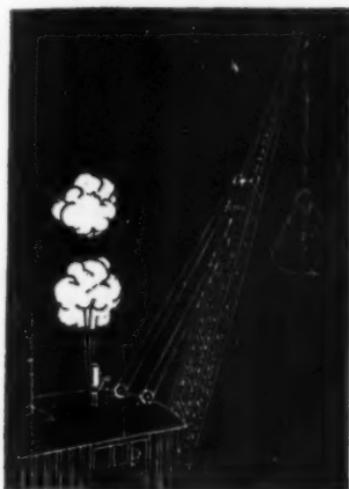
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**... putting the whistles
back to work ...**

THAT more men may have jobs, Christian Herald launches in the June issue a "Build Now" editorial campaign that will go to every church leader and every church-building architect in the country.



On learning of this campaign, W. N. Doak, Secretary of Labor, said—"This plan inaugurated by Christian Herald is a most laudable one. The expansion of a church-building campaign at this time will not only supply the needed edifices, but will contribute very much toward the absorption of much unemployed building trades labor."

Quick to rally in every campaign for the public good, the church people will respond handsomely to this timely campaign.

And when the whistles start blowing on building jobs the benefits will stretch back to the men who work in the shops and factories where building materials and equipment are produced.

CHRISTIAN HERALD

419 Fourth Avenue, New York City

Monthly . . . 25c a Copy

GRAHAM PATTERSON	- - -	Vice-President
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J. PAUL MAYNARD	- - -	Advertising Manager
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award made to a distributor for giving extra service? The answer is "Seldom—if ever."

Too much has been written in PRINTERS' INK and other publications about the advertising allowance to make it necessary to stress its evils here. The undeniable fact is that the allowance has become a vicious abuse in some of our greatest industries and that as applied by a number of manufacturers it is as uneconomical as it is unethical.

The advertising allowance—ah, there's an item if the trade associations are really looking for something constructive to put on their programs for 1931-32.

3. *Price wars.* We are now reaching a subject that should be discussed only against a backdrop showing Uncle Tom's idea of heaven and to the accompaniment of deep blue music. We all know by this time that philanthropists, fresh from righteous battles against the inherent dolish "viciousness of unemployment insurance," have rushed back to their plants to lower prices so that it will be possible for consumers to buy again in large quantities. How unjust to attack them because in lowering their prices they are inadvertently starting price wars!

Don't take this to mean that price reductions aren't in order. There are, however, price cuts and price cuts. There is the cut based on reduced costs and there is the cut based on the warlike principle of putting the other fellow where he won't come back for a long while. It is these latter cuts that associations may like to consider some warm morning when the nice summer rain whispers, "No drought." Or perhaps the rain is whispering that indestructible truism, "No one ever wins a price war."

4. *Bad dealer policies.* Oh, yes, there are plenty of them—dozens. The automotive industry, for instance, is still trying to get over what happened in the days when dealers took what they were told to take and were made to like it. It has learned its lesson perfectly well but other industries have failed

to profit by that lesson and in desperation are repeating the mistake. In the grocery and drug industries there has been plenty of double-crossing of independents to play ball with the chains and not so much vice versa. Full-line forcing, in its more legal aspects, is a subject with many pleasant angles. Most certainly bad dealer policies belong on the agenda.

5. *Free goods bunk.* Here is a subject that promises a lot of fun. "One dozen free with every dozen you buy." "Twelve cartons free for every window installed." When business is bad the free deal flourishes (although at that it does pretty well, thank you, when business is good).

It would be a wholesome thing for several industries if the free goods bunk were debunked. That ought to be a red hot item for our 1931-32 program.

6. *Abuses of advertising.* Ask any publisher and he'll put this as Item 1 on the program. Read what Frank Braucher, vice-president of The Crowell Publishing Company, told the American Association of Advertising Agencies about competitive copy. Ask your dentist or your doctor about medical and scientific claims being made. Ask your competitor—but maybe you already have. Finally, compare your industry's advertising with that code of ethics it drew up a couple of years ago.

7. *Miscellaneous.* That's a good comfortable item which we probably won't ever have to come to because our program is already a little too warm to hold in either hand. However, if anything is left over after the other six items have been discussed there are a few things left to talk about. Sales policies, for instance. Research, maybe. Legislation, certainly.

"There should be no doubt, no hesitation, in the acceptance and the application of wholesome cooperative effort among competitors." The speaker is Charles F. Abbott, executive director of the American Institute of Steel Construction, Inc. "It offers the only

(Continued on page 130)

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*The Local Advertiser has Proved that
Artgravure Pays!*

IN PROVIDENCE, it isn't necessary to depend on the excellent theories of Artgravure's advertising value . . . the universal interest in pictures . . . the tremendous added appeal of local features . . . the unanimity with which readers seek out this section. . . .

Local Lineage Proves Its Value

In 1930 The Providence Sunday Journal carried a quarter million lines of local gravure advertising, and ranked third, in this department, among newspapers of the country.*

For local advertisers, results are a measurable quantity and an absolute requisite to continued expenditure. When they spend their money in this medium consistently, it is proof that Artgravure advertising in the Sunday Journal **PAYS**.

*Based on figures published by Gravure Service Corporation.

The PROVIDENCE
JOURNAL-BULLETIN

Dominating New England's Second Largest Market

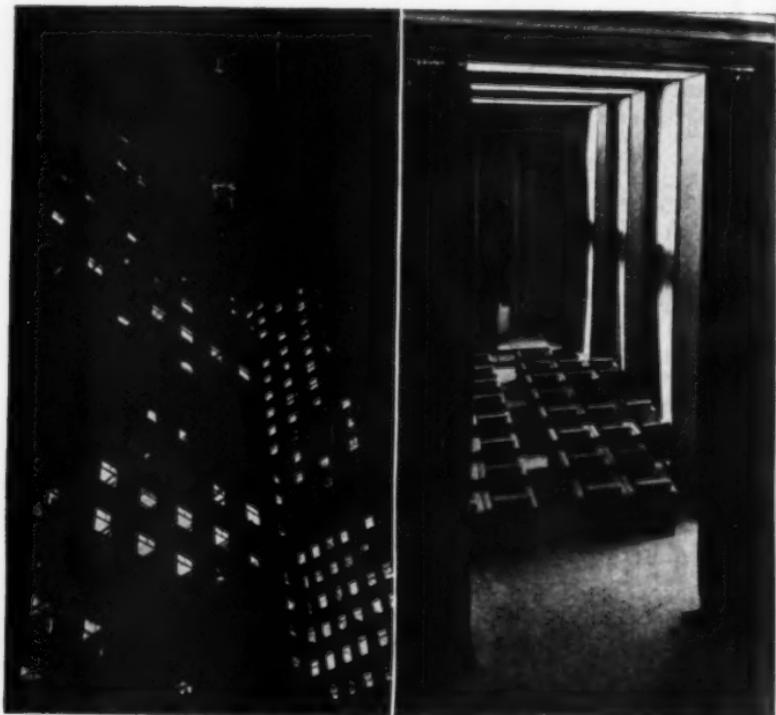
Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston • New York • Chicago • San Francisco • Los Angeles • Seattle

DELEGATES
TO THE
*National Foreign
Trade Convention*



11th Floor, Graybar Building

In the Exhibition Hall

New
Los A
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Aires

*. . . are cordially invited
to visit an Exhibition of
International Advertising*

From 51 countries the J. Walter Thompson Company has assembled an exhibition of advertising, merchandising and research prepared by its overseas offices. It will be held in the Exhibition Hall, 11th floor of the Graybar Building (next to the Commodore Hotel) during the time of the Convention. A member of the International Department will be glad to welcome you at any time during the day.

**J. Walter Thompson
Company**

New York • Chicago • St. Louis • Boston • Cincinnati • San Francisco •
Los Angeles • • Montreal • Toronto • • London • Paris • Madrid • Berlin
• Stockholm • Copenhagen • Antwerp • • Alexandria • Port Elizabeth • • Buenos
Aires • Sao Paulo • • Bombay • • Sydney • • Batavia • • Wellington • • Osaka



Fish on the Sofa

How One Company Is Making the Current Light Touch Manner
Absolutely Relevant to Its Principal Sales Story

By Frederic Read

IT'S one thing to be pleasantly entertaining with words; it is sometimes still another to produce what is in the same breath both entertaining copy and *advertising* copy. And it is yet a third matter, as every scrutinizer of advertising knows, to find entertaining, imaginative copy which has about it the flavor of being 100 per cent appropriate and direct as a sales appeal.

The present consumer campaign for the Ilg Electric Ventilating Company might be said to represent this third type of advertising. The campaign features particularly the Ilgair home ventilating device.

The advertising problem with which this firm is faced is quite naturally tied directly into the merchandising problem of introducing any new product into the home appliance field. A myriad of these appliances have of course appeared in recent years, each competing more or less directly with the others.

It is therefore not enough, so the Ilg organization reasons, to promote this home ventilating device simply as a *machine*. For one thing, ventilation in the home is a subject which home owners and

builders (following the lead of theater and office building designers) are just beginning to take up. But it is being discussed for the most part only as an idea; there is as yet no widespread consumer knowledge, or demand for knowledge, of actual technical ways and means of bringing about better built-in home ventilation.

Consumer advertising, this firm feels, must therefore bend its greatest effort toward the purely educational job of awakening people to a consciousness of the *fact* of modern home ventilation; it must tell what such ventilation means and how simply it can be brought about. Secondarily of course, but only secondarily, should it talk specifically of the points of mechanical superiority of the Ilg machine.

The first advertisement of this new campaign, for instance, bears the headline "Fish on the Sofa." The center illustration is of a rather decadent fish lying somewhat uneasily on a couch of very classic lines. Carrying out this idea the main block of copy goes into this argument:

"You can't keep fish in the frying pan! It invades the whole

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IOWA
LEADS IN HOME
TELEPHONES

Iowa has one residence telephone to every 5.3 persons . . . more in proportion to population than any other state.

Standards of living in Iowa are unusually high. Per capita wealth is 55% greater than national average.

Iowans have money to spend for what they want. Iowa is an easily accessible market . . . The Register and Tribune provides remarkable coverage with nearly a quarter of a million daily circulation.

The Des Moines Register and Tribune

Only 3 Daily Newspapers West of the Mississippi
Offer as Low a Milline Rate.



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house unless the kitchen is properly ventilated. Clean air! Bad odors have no place in the modern home. They can be quickly and easily expelled by the installation of a simple Ilgair ventilator in your kitchen. Keep the fish off the sofa."

In other words Fish on the Sofa turns out to be merely one way of crystallizing in a few words the problem with which potential users of home ventilating devices are faced. It turns out to be the old question of having the advertising copy look at the product through the consumers' eyes.

Machines can be pictured and described in every conceivable type of installation—from Mrs. Astor's winter home down. Yet by that means alone the great mass of potential consumers, to whom home ventilation is distinctly a new problem, may never get even an inkling of how such a machine can and will easily fit into their own needs.

But dramatize common everyday odors in terms of fish on the sofa, onions at the front door, cabbage in the curtains (these latter are headlines from subsequent advertisements of the same campaign) and other such eloquent phrases and immediately of course the ventilator becomes a solution to the odor and stagnant air problem, instead of just another mechanical contraption for the home.

H. J. Wright with "The Merchandise Manager"

Harland J. Wright, recently vice-president and general manager of *The Dry Goods Economist*, has joined *The Merchandise Manager*, a new business paper which is being started at New York for the department store executive, as vice-president and business manager. He was formerly publisher of *The National Dry Goods Reporter*, which was merged with *The Dry Goods Economist* a year ago.

J. A. Van Buren Advanced by Cleveland "Plain Dealer"

J. A. Van Buren, formerly classified advertising manager of the Cleveland "Plain Dealer", has been appointed advertising manager, succeeding Joseph F. Kelly, who died recently. Before joining the "Plain Dealer" in 1923, Mr. Van Buren was for fourteen years with the New Orleans *Times-Picayune*.

Hearst Organizes Sales Staff for Comic Section Unit

Hearst Comics is a new unit of the Hearst Organization. It will sell full pages in the comic sections of the seventeen Hearst Sunday newspapers. Hawley Turner is advertising director. He was previously with N. W. Ayer & Son, Inc., and formerly was with The Blackman Company. At one time he was with the Curtis Publishing Company.

Members of the New York sales staff include the following: C. I. Putnam and Earl W. Waldron, both of whom have served in the Hearst organization for a great many years; Howard Hoyt, previously an account executive with N. W. Ayer & Son, Inc., and Arnold Brakey, formerly with Frank Seaman, Inc., and later with Conklin Mann, Inc., New York advertising agency.

Members of the Chicago staff include: Hale Printup, recently Western manager of the National Shelter Group Color Service; E. C. Learock, former president of Highway Stations, Inc.; Walter A. Burr, formerly Western advertising manager of *Asia*, and B. F. Provandie, for several years advertising manager of *Life* and, more recently vice-president of The Glen Buck Company.

Edwin B. Loveland, Vice-President, Electrographic

Edwin B. Loveland, for six years with Stanco, Inc., Flit, Nujol, Mistol and Daggett & Ramsdell products, has resigned as advertising manager to become vice-president of the Electrographic Corporation. For five years he was Eastern States sales manager of the McLean Publishing Company, of Toronto, and previously owned and operated the E. B. Loveland Printing Company, of Mount Vernon, N. Y.

In his new position Mr. Loveland will be identified with the following Electrographic subsidiaries: Advance Wright Co., Indianapolis; Independent Ad Plate Co., Chicago; Michigan Electro and Stereotype Co., and the American Electro Co., both of Detroit, and the Reilly Electrotype Co., Independent Type Service Co., Typographic Service and the Fine Screen Mat Corporation, all of New York.

Mr. Loveland will have his headquarters at New York.

To Represent "Travel"

Travel, New York, with which *Holiday* will be merged in June, will be represented in the New England territory by Sweeney & McDonald, publishers' representatives, Boston. The combined publication will be represented on the Pacific Coast by Hallett E. Cole, San Francisco, and in the Chicago territory by F. E. M. Cole, Inc.

Appoints Boston Agency

The Thomas W. Emerson Company, Boston, wholesale seed house, has appointed Frank H. Jones, advertising agency of that city, to direct its advertising account.

Thorough Trading Area Coverage Through One Newspaper!

\$800,000,000 Business in Wisconsin Trade Centers!

TWENTY-SEVEN cities in Wisconsin and five in upper Michigan have a population of more than 10,000 each and do a total retail business of \$800,000,000 annually.

These cities are the major retail centers of the Milwaukee-Wisconsin market with a total population of 272,758 families, including Milwaukee . . . and 60 per cent of these families read The Sunday Milwaukee Journal regularly. In the thirty-one cities, excluding Milwaukee, The Sunday Journal is read by an average of 47% of all families.

For advertisers desirous of building sales, not only in Milwaukee, but in the leading retail centers throughout Wisconsin and Upper Michigan, The Milwaukee Journal delivers powerful, low-cost coverage which cannot be duplicated by any other newspaper or combination of newspapers.

THE MILWAUKEE JOURNAL

W F I R S T B Y M E R I T W

IRWIN MAIER . . . Advertising Manager

Read in More than Four out of Five Milwaukee Homes!

The Master Key to 440,000 homes



therefore, that is basically sound recognizes an active obligation to both reader and advertiser.

The Chicago Daily News accepted and practiced this principle the first day it entered the business and social life of Chicago. It practices the same principle today.

A truly great newspaper recognizes an obligation to both reader and advertiser . . . buyer and seller. A newspaper is responsible to both. The very foundation of the success of *The Chicago Daily News* is its comprehensive service to both reader and advertiser. A result of this frank policy is mutual confidence which exists between readers of *The Daily News* and advertisers in *The Daily News*.

THE purpose of business is newspaper advertising to bring buyer and seller together in a transaction which is profitable to one and *advertisers* and factory to the other.

The function of advertising is to form contact and confidence between these. Through economic forces. Advertising is looked

Key

es

The Daily News' leadership in advertising volume among Chicago daily newspapers is inseparably related to reader confidence. This confidence is the product of rigid adherence to newspaper ideals which find daily expression here—in seller Chicago's Home Newspaper. The reader knows from experience that a product advertised in this great newspaper has and retains value. The advertiser knows from experience that an advertisement in *The Chicago Daily News* will enjoy the confidence of its readers. Their response to his message is a factor in the selection of this medium.

Through the years of its most remarkable growth, Chicago advertising looked to *The Daily News* to reflect, interpret and counsel in the progress. Just as this newspaper has concentrated on Chicago, Chicago has concentrated its faith in *The Daily News*. This sincere fulfilment of this assignment for over a half-century has created the background of trust which, six days a week, makes *The Daily News* master key to 440,000 homes in Chicago.

THE CHICAGO DAILY NEWS

THE DAILY NEWS
HOME NEWSPAPER

part of a series of advertisements appearing in metropolitan newspapers

1,000 NEW BUYERS EVERY MONTH



OKLAHOMA CITY has added 12,751 new residents since the census. The population today is 198,140, estimated from net gains in number of utility customers since April 1, 1930.

In the same period, 402 new firms located in Oklahoma City, Chamber of Commerce records show.

This consistent, vigorous growth brought about in 1930 the launching of one of the greatest building programs this city has ever seen. Only six cities in the U. S. exceeded its total of new construction for the first quarter of 1931, and for the 44th successive month, building in April totalled over \$1,000,000.

These are reasons why above-average conditions continue to prevail, and why the Oklahoma City Market continues as one of the nation's best sales territories.

A thorough selling job is being done by the Oklahoman and Times, alone, in this market at one low advertising cost.

	April 1, 1930	April 1, 1931	Gain	% Gain
Electric Meters.....	44,790	47,669	2,879	6.4%
Water Meters.....	38,188	40,122	1,934	5.0%
Gas Meters.....	37,230	39,986	2,756	7.4%
Telephones.....	44,987	47,513	2,526	5.6%
Population.....	185,389	198,140	12,751	6.8%

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES



OKLAHOMA FARMER-STOCKMAN
RADIO STATION WKY

A Theme for Theme Songs

A List of the Radio Theme Songs of 147 Advertisers

GOTTSCHALDT-HUMPHREY, INC.
ATLANTA

Editor of PRINTERS' INK:

We presume you have extended your "register" of slogans to include radio slogans and theme songs.

If so, for our client, The Nunnally Company, Atlanta, candy manufacturer, please note slogan of "The Sweetest Hour of the Week" and for theme song, "Crinoline Days."

ALLAN C. GOTTSCHALDT,
President.

SLOGANS for the radio, like slogans for printed advertising, are being registered in PRINTERS' INK's Clearing House of Advertising Phrases.

Registry of theme songs is something else again. Here the advertiser very often is dealing with the property of another. Because it is the property of another and because frequently no arrangements are made with the owner for its use or, if such arrangement is made it is subject to withdrawal, it is not practical to attempt to register theme songs as we do slogans.

Theme songs, or as they are also termed, program signatures, are fast establishing themselves as an important entity in advertising. Their entrance into advertising was so gradual, that, too often, insufficient foresight was exercised in their selection.

It is more than a word of advice which we offer when we caution advertisers to see farther than the length of their noses in this matter of selecting theme songs and program signatures. A composer or a music publisher might at first feel complimented that one of his tunes has been chosen. As time goes on and the program achieves a success, like "Amos 'n' Andy," the composer or the publisher, or even both, might begin to fret over what they consider an opportunity for remuneration lost to them.

The theme song is an advertising trade-mark of the air. When money has been spent to train the radio listener to associate the advertiser and his product with a particular tune, the advertiser faces a real loss should he be deprived

of the right or the privilege to use that tune. Such a situation did confront Pepsodent with its signature, "The Perfect Song." Matters were eventually adjusted but one does not have to be an advertiser to understand that the loss of that tune would represent the loss of a good-will messenger.

For some time the Lucky Strike program used "This Is My Lucky Day." Use of the song was protested by the publisher. To the advertiser and to the agency the controversial negotiations became so annoying that the song was dropped. It was succeeded by "Happy Days Are Here Again." Permission was obtained to substitute the word "Lucky" for "Happy."

Similar permission has been obtained by the Campbell Soup Company which is using "Smile, Darn Ya, Smile." The lyrics are sung as "Smile, Ladies, Smile."

These two incidents concern only minor changes. These changes may run from one word to a complete paraphrasing of lyrics. It must not be presumed that liberties may be taken with lyrics without first getting consent.

Further, there are possibilities that a musical composition may be used for some time only to have the publisher call for an accounting. Then it may be found that there are substantial rights to a claim of, say \$250, for each time the composition was broadcast without permission.

This contingency does not concern music alone. It applies to copyrighted literary work as well. In the Davey Tree program, for example, "Trees," the Joyce Kilmer poem, is recited against a background of music. The musical score is not copyrighted but the poem is.

The Majestic Radio hour used to open with "Pomp and Circumstance." The owners of the copyright, in England, objected and use of the march has been restricted. The restriction, however,

May 14, 1931

May 1.

went into effect after Majestic had discontinued its broadcasting hour.

Disturbing consequences such as these may easily be avoided by the advertiser. His broadcasting may be carried on without interference with his use of a signature if he adopts the simple practice of having a composition prepared for his sole use. This is the practice of many advertisers and the number is growing. There is the "Spirit of Progress" march written for Montgomery Ward; the Oxol theme song of the J. L. Prescott Company, written by one of the staff members of its advertising agency; and the train effect used by Gold Medal flour, to mention a few.

To refer again to "Pomp and Circumstance," this is now used by Armour & Company. The broadcast of this number, it is pointed out, is not covered by any performing rights society, and any broadcast of it constitutes an infringement for which a definite liability is incurred. Armour uses this March with the authorization of the copyright owners.

Rewarding the Author

Compositions written for the advertiser and controlled by him or for his interest, protect him from restrictive influences or "hold-ups." This opinion of what is the most logical course for the advertiser is concurred in by Nicholas deVore, manager of the music and literary research department of the National Broadcasting Company. The interest of the author should be kept in mind, however, so that if the composition should meet with wide acceptance his creative ability will be rewarded in the form of royalties which might accrue from other than its program use. For example, more than 100,000 copies of the Montgomery Ward signature were sent out in response to an offer made over the air. The author of the composition received a royalty on each copy.

If the advertiser has not arranged for an original composition, his theme song might be a composition that is copyrighted, or one on which copyright protection has expired. If copyrighted, he may arrange for restriction of the tune

solely to his own use, or he may arrange for signature restrictions in broadcasting. Here, however, little safety is seen for both forms of restriction. This is because of the confusion which exists over extension of copyright privileges.

The American Society of Publishers, which gets five-year performance rights to an entire catalog of a publisher, renewable by mutual consent, bitterly opposes a publisher entering into personal negotiations. And yet it is doubtful if any signature rights obtainable will carry with them enough assurance of stability to warrant an expenditure, by the advertiser, of some thousands of dollars.

Where copyright has expired, an advertiser may use a musical composition. If the song should be used by another advertiser, it is quite possible that the earlier user might have grounds for a common law action. He could not prevent use of the song but he might be able to restrain another's use of the song as a signature. The rights in such a case would be none too strong. Of course, as was done for Enna Jettick, which uses, "Home, Sweet Home," the tune can be given a new harmonization, so distinctive as to be different.

Unless the advertiser has an original composition, he is in the position of a man who builds a house on ground which he does not own. He should build his musical trade-mark on property which is unquestionably his.

Starting on page 19 there appears a list of musical selections which are being used by various advertisers in their programs.

Where the term "original" is used, it refers either to a composition owned by the advertiser or prepared especially for his use. In some instances the titles of these compositions have become well known by name as, for example, "Waltzing" the signature of the Florsheim program.

Asterisks indicate instances where a song is used by two advertisers. This duplication usually has resulted from the fact that both advertisers had long used the song before duplication was noticed.—
[Ed. PRINTERS' INK.]

A List of Radio Theme Songs

Allied Qual. Paint Group	Mod. from Rhapsody in Blue
American Tobacco Co.	Happy Days Are Here Again
Amer. Mut'l Liab. Ins. Co.	Perfect Day
American Chicle Co.	Original
Amer. Maize Prod. Co.	Estralita
Anheuser-Busch, Inc.	Under the Anheuser Busch
A & P Food Program	Trad. Russian
A & P Gypsies	Trad. Russian
American Radiator Co.	Original
Armour & Co.	Pomp and Circumstance
Armstrong Cork Co.	There's a Quaker Down in Quaker Town and Original
Associated Oil Co.	Siamese Patrol
Atwater Kent Co.	Now the Day Is Over
Barbasol Co.	Tammany (own lyrics)
Bourjois, A. & Co.	Ca C'est Paris
Beiersdorf, P. & Co.	Blue Danube
*Berry Bros.	By My Fireside
Bristol-Myers Co.	Original and Lovely Lady
Blue Valley Creamery	Misterioso No. 1 (Langey) and Deep River
Braz.-Amer. Coffee Prom. Comm.	El Sacristan and La Flor del Cafe
Breyer Ice Cream Co.	Heligoland (own lyrics)
Brown Shoe Co.	Upside Down in Love
Calif. Conserving Co.	California Here I Come
Chas. Arnao Company	Just a Little Love, a Little Kiss
Chappel Bros.	March Royal
Clorox Chem. Co.	When I Am Housekeeping for You
Cream of Wheat Co.	Fairy Tales and Junior March
Continental Baking Corp.	Original
Coty, Inc.	Paris
Cudahy Packing Co.	Original
Congress Cigar Co.	Boy of Mine
Consolidated Cigar Co.	Smoke Your Troubles Away and Till We Meet Again
Calif. Fruit Growers Ex.	Here Comes the Sun
Campbell Soup Co.	Smile, Darn Ya, Smile (Loches)
Coca-Cola Co.	Original
Cities Service Co.	Original
Chesebrough Mfg. Co.	Chicken Reel
Colgate-Palmolive-Peet	Somewhere in the World
Clicquot Club Co.	Original
Cole, Inc., Rex	Waltz of the Hills
Conte Products Corp.	Margarita
Cook & Son, Thomas	Sailing, Sailing
*Dunn & McCarthy	Home, Sweet Home and Cherie Je T'Aime
Davey Tree Expert Co.	Bird Songs at Eventide and Love's Old Sweet Song
Durham-Duplex Co.	Oh How I Hate to Get Up in the Morning
Edward Tailoring Co.	Didn't He Ramble
Eastman Kodak Co.	Original
Fox Fur Co., I. J.	Indian Love Call
Forhan Co.	Ah, Sweet Mystery of Life
Florsheim Shoe Co.	Original
Fuller Brush Co.	Original
Fuller Co., W. P.	When the Shadows Fall
Follmer-Clogg & Co.	Singing in the Rain
Graybar Electric Co.	You're Mean to Me
General Mills, Inc.	Highways Are Happy Ways and Original
Gould Co., Barbara	Dreaming of You
Glass, Henry & Co.	Peter Pan, I Love You
General Ice Cream Corp.	Should I?
General Baking Corp.	Across the Breakfast Table Looking at You
General Cigar Co.	Comin' Through the Rye
Great Northern Ry. Co.	Choo-Choo, and Original
General Electric Co.	Original
General Motors Co.	Original
General Petroleum Co.	Original
Gruen Watchmakers Guild	Why?
General Foods Co.	The Devil Is Afraid of Music
Gold Dust Corp.	Dinah
Gray, Dorothy	Beautiful Lady
Green Bros., Inc.	Original
Henry Heide, Inc.	Original
Howard Clothes, Inc.	Yankee Doodle Dandy
Halsey, Stuart & Co.	Marche Militaire

Household Finance Corp.	Songs My Mother Taught Me
Heel Hugger Shoes, Inc.	Oh, Dem Golden Slippers
Individual Drinking Cup Co.	Dixie
Interwoven Stocking Co.	Original
Iodent Chemical Co.	Original
Inter. Tel. & Tel. Co.	Broadway Melody and Give My Regards to Broadway
Inter. Shoe Co.	Sixty Seconds Every Minute
Jarman Shoe Co.	Original
*Jeddo Highland Coal Co.	By My Fireside
Junket Folks	Original
Katterman & Mitchell.	Original
Kellogg Co.	Sing Me to Sleep
L. T. Piver & Company	Golden Dreams
Larus Bros.	Carry Me Back to Old Virginny
Lea & Perrins Co.	Nola
*Lowe Bros. Paint Co.	Home, Sweet Home
Libby, McNeill & Libby	Original (2)
Lambert Pharmacal Co.	Georgia Moon
Luden Co.	Original
Lorillard Co., P.	Allah's Holliday
Leggett, Francis, & Co.	Original
Lever Bros.	Salut d' Amour and Bridal Chorus (Lohengrin)
McKesson & Robbins.	Romance (Fradkin)
McAleer Mfg. Co.	Original
Maytag Co.	Let Me Call You Sweetheart
*Moore & Co., Benj.	Little Grey Home in the West
Manhattan Soap Co.	Sweetheart
*National Lead Co.	Little Grey Home in the West
Northwestern Flour Co.	Down by the Old Mill Stream
National Sugar Ref. Co.	Mighty Lak Rose
Niag. Hudson Power & Light.	Flying Dutchman (excerpt)
Nestle's Food Co.	Emmett's "Lullaby"
Natural Bridge Shoemakers.	Merry Widow Waltz
Northam-Warren Co.	Wonderful One
Northwestern Yeast Co.	Original
Nunnally Co.	Crinoline Days
Nusheen, Inc.	Sylvia
National Biscuit Co.	Original
Ocean Steamship Co.	Nancy Lee
Pacific Borax Co.	Original
Procter & Gamble.	Bubble Dance and Sparklets
Penick & Ford.	Gingerbread Man
Pennzoil Pet.	Original
Pequot Mills	Rondo Capriccioso
Pepsodent Co.	Perfect Song
Phila. Storage Batt. Co.	Intro. to Act III Lohengrin
Phillips-Jones Corp.	Original
Paton, John G. & Co.	Honey, Bless Your Heart
Prescott Co., J. L.	Original
Paramount-Publix	Just a Melody for Memory and Original
Quaker Oats Co.	Original
Rainier Brewing Co.	Busy Bee
R-K-O Corp.	Original
R-C-A-Victor	Original
Reynolds Tob. Co., R. J.	The Campbells Are Coming
Royal Typewriter Co.	Original
Safeway Stores, Inc.	In a Persian Market
Saratoga State Waters.	At the Brook
Scull Co., Wm. S.	Maori Melody
Seeman Bros.	East Side, West Side
Southern Cotton Oil Trading Co.	Swanee River
Standard Brands, Inc.	
Chase & Sanborn.	Original; Melody (Rubenstein) and Give Me a Moment, Please
Fleischmann	My Time Is Your Time
Salada Tea Co.	In a Japanese Tea Garden
Standard Oil of Calif.	National Emblem March
Stromberg-Carlson	Die Meistersinger (excerpt)
Shur-On Optical Co.	Tell Me with Your Eyes
Sussman, Warmer & Co.	A Cup of Coffee, a Sandwich and You
True Story	My True Story
Time	March of Time
Tidewater Oil Co.	Mountain Greenery
U. S. Rubber Co.	Original
Wallace & Son Mfg. Co., R.	Tinker's Song
Washington Coffee Co., G.	Original
Waitt & Bond.	Spain
Ybry, Inc.	L'Amour, Toujours, L'Amour

1. 2,000,000 Consumers
2. 91.8% Native Born White
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

No. 2 of ten reasons why the Indianapolis Radius offers uncommonly advantageous sales opportunities.

91.8% Native Born White

The Indianapolis Radius well deserves to be called the most typically American of all American markets. For besides its location at the country's center of population, 91.8 per cent of the nearly 2,000,000 consumers are native born white. This is the highest percentage for any state in the Union.

Racial homogeneity makes for common customs, living standards and buying habits. It permits advertising and sales programs to function with widest effectiveness. It enables the advertiser to reach the maximum number of potential prospects per dollar of advertising investment.



Member of the 100,000 Group of American Cities

THE INDIANAPOLIS NEWS

1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

"The salesman is the greatest of all travelers for he sees the vast world of human nature."

LORD WANDERFOOT

(NOW TRAVELING IN THE UNITED STATES)

The study of American cities as *markets* becomes more and more important.

The cooperation which the Boone Organization offers to sales and advertising executives is based on a *first hand knowledge* and *daily contact* with urban populations.

This cooperation avoids show and superlative claims and confines itself to the practical, fundamental concepts and methods of *selling*.

Therefore the Boone Organization can be depended on to present when

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needed the most significant and dependable facts concerning 21,000,000 consumers concentrated in ELEVEN MARKETS. The methods used are unique and worth your examination. For they reduce what seems to be a complicated distributive structure to a compact and simple pattern which can be profitably applied.

CALL THE BOONE MAN

RODNEY E. BOONE ORGANIZATION

INTERNATIONAL MAGAZINE BUILDING
57th STREET AT 8th AVENUE, NEW YORK CITY

CHICAGO

Hearst Building

BOSTON

5 Winthrop Square

PHILADELPHIA

Fidelity Philadelphia
Trust Building

SAN FRANCISCO

Hearst Building

DETROIT

General Motors Bldg.

ROCHESTER, N. Y.

Temple Building

E V E N I N G

New York Journal
Boston American
Albany Times-Union
Detroit Times

Syracuse Journal
Rochester Journal
Omaha Bee-News

Chicago American
Baltimore News
Washington Times
Atlanta Georgian

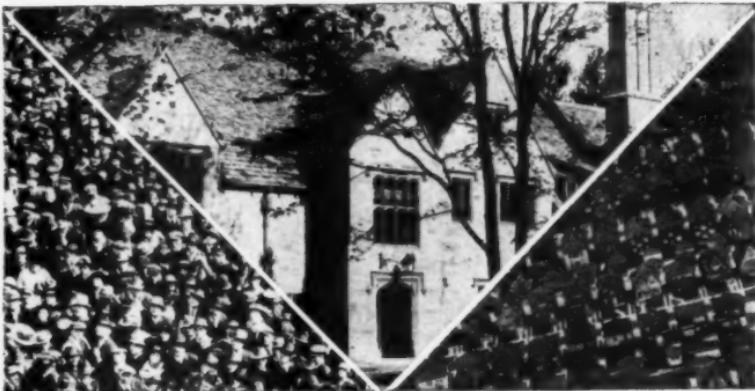
S U N D A Y

Boston Advertiser
Albany Times-Union
Detroit Times

Syracuse American
Omaha Bee-News

Baltimore American
Rochester American
Atlanta American

To reach Detroit's productive elements of population—



—consider The Detroit News

To reach mass . . . use The News. It has the greatest circulation weekdays or Sundays in Michigan.

To reach the higher-income groups . . . your medium is again The News. It covers four out of every five Detroit families in the income classes of \$5,000 a year and more.

To reach the home-dwelling element . . . The News is pre-eminently suited. A recent check-up of a leading department store's charge account list showed

that The News covered 91% of all the homes on their books.

An advertiser would have to go far to find another newspaper with such thorough coverage of the financially able and productive elements in its trading area.

This intensive circulation coverage of The News plus the intimate reader interest it holds for its subscribers is the reason why many advertisers leave the entire advertising job in Detroit to The News.

The Detroit News

THE HOME NEWSPAPER
Member 100,000 Group of American Cities

New York Office
I. A. KLEIN, INC.

Chicago Office
J. E. LUTZ

"Funny Papers" Campaign for General Foods

Grape-Nuts Will Go Entertainment, Starting Next Sunday, with Full Pages in Comic Sections of Newspapers

SUNDAY, May 17, will introduce a new campaign of the General Foods Corporation. Thirty-five newspapers will carry the campaign in their comic supplements. Advertising will closely follow the style of cartoonists in the Sunday funny papers.

William Randolph Hearst is directly responsible for the latest evidence of advertising going entertainment. He conceived the idea of selling full pages in the supplements of his Sunday papers as a unit. Forthwith there was organized the Hearst Comics Division.

The idea found favor as an advertising vehicle for Grape-Nuts. It was decided to adopt it if the scope could be enlarged to reach marketing centers, sufficient in number, to meet General Foods' requirements.

Surprised publishers and their representatives soon found themselves called upon to answer "What is your space rate for back covers of your comic supplements?" Outside of the Hearst group, in practically no case was there a definite rate immediately available for a full page.

Where color was available, only one publisher refused the offer as made. That paper, however, is taking the schedule in black and white. As the complete schedule stands, twenty-eight papers will carry all color, fourteen will carry black and white, and seven will have a black and white and color combination. The black and white group will cover general run of paper. A total of forty-

nine newspapers will be used.

H. E. Lesan, in his article, "Is Advertising Going Entertainment?" in PRINTERS' INK of March 12, touched incidentally on the phase of the subject as evidenced by the



General Foods campaign. At that time he reported that the Hearst comic idea was under way.

General Foods will restrict its comic series to featuring Grape-Nuts. Full pages in thirty papers and smaller space in nineteen others will appear practically every second week during the peak season for this product.

The campaign is not a cartoon strip idea. Each advertisement will be different. It has been deliberately decided not to establish cartoon characters that will be identified as doing periodical turns for

the advertiser. Each advertisement is to be a complete unit in itself.

A study of the first advertisement, reproduced in the accompanying illustration, will show that the twelve cartoons which make up the strip cover four standard Grape-Nuts sales appeals. Ordinarily, it is explained, it would be advisable to dwell on but one appeal if a single advertisement were used. Through the drama and movement of a series of illustrations, there is created a natural sequence that makes it possible to tell the breakfast skimp story, to advise against insufficient nutrition, to stress the need for a properly balanced diet and, in a summary, to explain how Grape-Nuts fits into these problems. The reader may not realize it, but following through the set of cartoons, he reads what would be a fair serving of text matter.

Appearance of cartoon advertising in comic supplements by a national advertiser is not precisely a new development. The Wm. Wrigley Jr. Company used the comic section of the Sunday Hearst papers in 1926 and 1927 in conjunction with the Katzenjammer Kids, Freddie the Sheik, Barney Google, Bringing Up Father and Boob McNutt. Cracker Jack and U. S. Rubber also have been comic supplement advertisers.

The new sales organization for the Hearst papers, tying in with the current trend to provide entertainment atmosphere for advertisers, is worked out on a different basis than prevailed over these earlier advertising campaigns. None of the papers' regular cartoon features, it is stated, will be used for commercial purposes and only full-page advertisements will be accepted.

E. W. Proctor to Direct Bye-Lo Furniture Sales

E. W. Proctor, formerly with the United States Patent Office and the National Air Transport, has been appointed sales manager of the Excelsior Manufacturing Company, Columbus, Ohio, manufacturer of Bye-Lo infant, juvenile and restaurant furniture. W. C. A. Bickman is president of the company, which is being re-organized.

Radio Commission Warns Stations About Lotteries

The Federal Radio Commission has issued a warning to broadcasting stations that complaints "from a substantial number of listeners" against the broadcasting of fortune-telling, lotteries, and similar programs would be the basis for punitive action.

This statement follows the action of the Commission last week in denying a request of the American Newspaper Publishers Association that the broadcasting of lottery or gift enterprise programs be prohibited as unfairly competitive with other advertising media. The Commission held in answer to that request that it lacked the legal authority to promulgate such a regulation and that it was a matter for legislation by Congress.

It was explained at the Commission that action can be taken against individual stations, however, under the broad powers delegated to it in the existing law relating to the general public service of stations. While it cannot exercise a power of direct censorship of programs, it was pointed out, it may consider the merit of programs broadcast by stations, as a condition precedent to the granting of a renewal of license.

C. W. Staudinger Retires

Charles W. Staudinger has retired from active duty as advertising manager of Anheuser-Busch, Inc., St. Louis, after thirty-six years with that company. Mr. Staudinger went to St. Louis in 1870 and since that time has been continuously engaged in advertising work. It was Mr. Staudinger who founded the Anheuser-Busch advertising department. He is a charter member of the St. Louis Advertising Club and a charter member of its two predecessors. Mr. Staudinger is planning to travel.

American Multigraph to Dunham, Younggreen, Lesan

The American Multigraph Sales Company, Cleveland, manufacturer of printing, typewriting, typesetting and folding equipment, has appointed The Dunham, Younggreen, Lesan Company, Chicago advertising agency, to direct its advertising account. Magazines, business publications and direct mail will be used.

H. E. Mordan to Join Einson- Freeman

H. E. Mordan has resigned, effective May 15, as business manager of the Save the Surface Campaign. He will join the Einson-Freeman Company, Long Island City, N. Y., lithographer, devoting most of his time to the creation of window display advertising.

Bohn Refrigerator to B. B. D. & O.

The Bohn Refrigerator Corporation, St. Paul, Minn., has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

CH
EV

A

Hunting ELEPHANTS with a PEA-SHOOTER?

You might as well, as to shoot at the Chicago market with one newspaper, or with any combination of newspapers which doesn't include the Chicago Evening American.

The Chicago market is a large order for anybody's powers of visualization. In the city of Chicago alone there are 3,439,148 consumers—approximately 860,000 families. And as the largest evening paper in Chicago by over 100,000 copies daily, the Chicago Evening

● American is a major and *indispensable* factor in selling anything to a worthwhile percentage of those families.

**CHICAGO
EVENING**

AMERICAN

a good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field

●
National Representatives
**RODNEY E. BOONE
ORGANIZATION**

An Analysis of Some 1930 Newspaper Appropriations

Bureau of Advertising of American Newspaper Publishers Association
Reports on Study of National Advertising Expenditures

A SUMMARY of national newspaper advertising expenditures for 1930, by major classifications, has been prepared by the Bureau of Advertising of the American Newspaper Publishers Association. The summary includes estimates of expenditures for newspaper advertising of 470 national advertisers.

The total sum of money involved is \$177,045,000. This sum, as covered in the compilation, it is stated, represents about 76.9 per cent of the estimated total volume of \$230,000,000 spent in newspaper advertising by national advertisers for the year.

For 1923, the first year covered by a survey, the Bureau listed sixty-two advertisers. The list has grown each year, with the exception of 1930, totaling 263 advertisers in 1927, 411 in 1928, 535 for 1929 and 470 for 1930.

Thirty-three group classifications are made in reporting the figures for 1930. Of the 470 advertisers listed, 37 are credited with estimated expenditures of \$500,000 and 37 with \$1,000,000 or more.

In reading the number of companies represented in each classification, it is important to bear in mind that the number given does not include all the leading users of national newspaper advertising in that classification but represents those advertisers whose expenditures have been estimated by the Bureau. No companies spending less than \$50,000 during the year were included.

The classifications and expenditures reported for 1930 follow:

1930

Automobiles and Trucks, 20 companies spent	\$33,760,000
Accessories, 7 companies spent	860,000
Gas and Oil, 33 companies spent	12,040,000
Tires, 9 companies spent	6,060,000
Building Materials, 2 companies spent	275,000
Plumbing and Heating, 11 companies spent	1,485,000
Paints and Hardware, 7 companies spent	515,000

Druggists' Sundries, 35 companies spent	\$9,985,000
Toilet Goods, 33 companies spent	11,095,000
Financial, 17 companies spent	3,560,000
Insurance, 5 companies spent	825,000
Candy and Gum, 3 companies spent	250,000
Foods, 87 companies spent	22,455,000
Soaps and Cleansers, 15 companies spent	7,215,000
Soft Drinks, 12 companies spent	3,305,000
Misc. Grocery Products, 4 companies spent	405,000
Electrical Appliances, 16 companies spent	8,905,000
Furniture and Furnishings, 5 companies spent	1,155,000
Jewelry and Silverware, 1 company spent	75,000
Office Appliances, 6 companies spent	1,075,000
Publishers, 8 companies spent	1,610,000
Radios and Phonographs, 18 companies spent	7,420,000
Accessories, 4 companies spent	755,000
Sporting Goods, 4 companies spent	450,000
Tobacco, 17 companies spent	24,410,000
Community, 5 communities spent	475,000
Hotels, 1 hotel spent	100,000
Motion Pictures, 1 company spent	1,750,000
Railroads, 30 companies spent	6,635,000
Steamships, 17 companies spent	3,075,000
Clothing, 14 companies spent	1,980,000
Shoes, 5 companies spent	865,000
Miscellaneous, 18 companies spent	2,220,000

For purposes of comparison it is not possible to give total figures for all companies in each group, as the estimate of a concern may be given for one year and not for another, or in one year the estimate might include dealer cooperative advertising and not do so in another year.

Where the figures for several companies are comparable, totals have been made with the following results:

	1929	1930
Automobiles and trucks 19 companies	\$53,635,000	\$33,610,000
Accessories 3 companies	640,000	490,000
Gasolines and motor oils 28 companies	13,060,000	11,470,000
Tires 7 companies	4,175,000	5,925,000
Building materials 2 companies	410,000	275,000

The Best Way>>> >>>>>>>>>>>>> Out

Maybe a good
mailing piece is ►►
the best way out

There are many ways of
going after business. To
find the one that pro-
duces the most—at the
least cost—that's the job
to try a man's soul.

There is a certain grati-
fication about aiming
your arrows directly at
your prospects. At any
rate, you have the satis-
faction of shooting at a
mark instead of the air.

Charles Francis>> >>>>>>>>>>>>> Press

461 EIGHTH AVENUE, NEW YORK

RETAIL STORES LINAGE

New York City—1930

PAPER	1930		1929		LINAGE GAIN OR LOSS
	RANK	LINAGE	RANK	LINAGE	
NEWS	1	9,601,077	4	8,297,265	+ 1,303,812
Sun	2	9,287,130	1	9,895,623	- 608,493
Times	3	8,693,932	2	9,340,927	- 646,995
Journal	4	8,643,720	3	9,307,731	- 664,011
Herald Tribune	5	6,203,592	5	6,920,131	- 716,539
Evening World	6	6,004,422	6	6,863,960	- 859,538
Eagle	7	5,417,558	7	6,409,483	- 991,925
American	8	3,638,476	8	4,116,099	- 477,623
World	9	1,917,140	9	2,533,909	- 616,769
Post	10	1,655,604	10	2,098,841	- 443,237
Telegram	11	1,421,042	13	1,213,114	+ 207,928
Graphic	12	1,132,892	11	1,345,247	- 212,355
Mirror	13	1,122,083	15	1,075,469	+ 46,614
Brooklyn Times	14	918,771	14	1,101,274	- 182,503
Standard Union	15	866,699	12	1,290,063	- 423,364
All Papers		66,524,138		71,809,136	- 5,284,998

Source: Advertising Record Co. 1930 summary.

• **MAN BITES DOG**

• **CANARY EATS CAT**

• **TABLOID TALKS LINAGE**



... News!

IT just doesn't seem possible that with our small thousand-line page, we could carry more local retail advertising than the big-sized sheets . . . but there it was, right in the Advertising Record Co.'s report. You can imagine our astonishment! Of course, when you think of the way the agates have been multiplying year by year like a compound interest table—it's not surprising. When you remember that for every News line the advertiser could buy two or more lines elsewhere—it's significant. When you note that the big jump came last year—it's remarkable. . . . After all, this News is an extraordinary advertising medium!

THE NEWS, New York's Picture Newspaper

220 EAST 42ND STREET, NEW YORK CITY
Tribune Tower, Chicago + Kohl Bldg., San Francisco

WE have always liked the lines: "I think that I shall never see a poem lovely as a tree."



BUT unfortunately only an exceeding few can see poems in trees or "books in running brooks." Yet there are signs the race is making progress.



WHATEVER prestige The Free Press has acquired in the Detroit area since it first saw the light of day on May 5, 1831—over a hundred years ago, has been won by securing the approba-

tion of the *thoughtful*. Not by being "litry" or high hat, but through sensible and sound journalism.



TODAY those who read this newspaper—and they represent nearly every other home in Detroit—believe in it. And believing, be it known, is a near relative of selling.

The Detroit Free Press

VERREE &
National

CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco



T. J.

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Druggis
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Toilet g
27 co
Financi
15 co
Insuranc
5 con
Candy
2 con
Foods
69 co
Scaps a
11 co
Soft dr
10 co
Miscell
cery
2 con
Electric
anect
12 co
Furnitur
furnit
3 con
Jewelry
ware
1 co
Office a
6 con
Publishe
8 co
Radios
gaph
16 co
Accesso
4 con
Sportin
3 con
Tobacc
15 co
Commun
3 con
Hotels
1 ho
Motio
1 co
Railroa
29 co
Steamsh
13 co
Clothin
12 co
Shoes
4 co
Miscel
14 co

Plumbing and heating suppl.		
9 companies...	\$1,245,000	\$1,235,000
Paints and hardware		
6 companies...	705,000	445,000
Druggists' sundries		
13 companies...	9,930,000	9,885,000
Toilet goods		
27 companies...	10,075,000	10,310,000
Financial		
15 companies...	2,555,000	2,680,000
Insurance		
5 companies...	650,000	825,000
Candy and gum		
2 companies...	155,000	180,000
Foods		
69 companies...	18,995,000	20,440,000
Soaps and cleansers		
11 companies...	2,675,000	2,895,000
Soft drinks		
10 companies...	3,115,000	3,015,000
Miscellaneous grocery products		
2 companies...	135,000	105,000
Electrical appliances		
12 companies...	8,095,000	8,480,000
Furniture and furnishings		
3 companies...	1,300,000	805,000
Jewelry and silverware		
1 company....	60,000	75,000
Office appliances		
6 companies...	1,225,000	1,075,000
Publishers		
8 companies...	1,910,000	1,610,000
Radios and phonographs		
16 companies...	14,405,000	7,185,000
Accessories		
4 companies...	1,305,000	755,000
Sporting goods		
3 companies...	495,000	400,000
Tobacco		
15 companies...	21,680,000	23,880,000
Community		
3 communities.	400,000	365,000
Hotels		
1 hotel.....	150,000	100,000
Motion pictures		
1 company....	1,550,000	1,750,000
Railroads		
29 companies...	6,700,000	6,585,000
Steamships		
13 companies...	2,740,000	2,765,000
Clothing		
12 companies...	2,460,000	1,790,000
Shoes		
4 companies...	805,000	690,000
Miscellaneous		
14 companies...	1,765,000	2,000,000

T. J. Montgomery Appointed by Alemite

Tom J. Montgomery, formerly assistant advertising manager of the Kraft-Phenix Cheese Corporation, and, until recently, associate advertising manager of Armour & Company, has been appointed assistant to F. R. Cross, advertising manager of the Alemite Corporation, Chicago.

Joins "Oregon Golfer"

E. R. Sauber has joined the *Oregon Golfer*, Portland, Oreg., as a member of the advertising department.

To Handle New Ferd. Mülhens, Inc., Advertising

The E. T. Howard Company, Inc., New York advertising agency, has been appointed to direct the advertising of all products of Ferd. Mülhens, Inc., New York. Ferd. Mülhens, Inc., is the name of a new company which has been formed by a merger of Mülhens & Kropff, Inc., and Ferd. Mülhens, Incorporated as a United States Branch of Ferd. Mülhens "4711," Cologne on Rhine, Germany.

The new company has been formed following six years of litigation between the two companies. In the new organization the entire personnel of both the older companies will be retained, with William Kropff elected chairman of the board and Richard Stern, president. All of the "4711" products of the new concern, will be identical with the "4711" products manufactured in Cologne, Germany.

Holds Tax for Advertising Jacksonville Invalid

A recent decision of the Florida Supreme Court holds that the City of Jacksonville may not impose a tax for the purpose of advertising the city. "The idea that our cities, considered as governmental agencies," the decision reads, "are vast commercial institutions specializing in pleasure grounds, athletic fields, radio broadcasting stations, music halls and stadiums is a novel one, especially in view of the powers of Government as defined and outlined in our Constitution."

George Monroe Joins Sales Guild

George Monroe, recently sales manager of Baker-Jones-Hausauer, Inc., Buffalo, N. Y., and, before that, advertising manager of the Creo-Dipt Shingle Company, Tonawanda, N. Y., has joined the Sales Guild, Inc., New York, as production manager.

R. D. Miller Joins Milwaukee Agency

R. D. Miller, in charge of sales and advertising of the Wheary Trunk Company, Racine, Wis., has become associated with the C. E. Walberg Advertising Agency, Milwaukee.

"Dairyman's Journal" Moves Southern Office

The *Dairyman's Journal*, East St. Louis, Ill., has moved its Southern advertising and news office, formerly located at Jackson, Miss., to Memphis, Tenn.

Southern Newspaper Group to Meet at Asheville

The Southern Newspaper Publishers' Association will hold its annual convention at the Grove Park Inn, Asheville, N. C., June 29 and 30 and July 1.

Walter A. Strong, Builder of Advertising

Death of Chicago "Daily News" Publisher Removes Constructive Force from American Business

IN May, 1927, Walter A. Strong, publisher of the Chicago *Daily News*, wrote an article for *PRINTERS' INK MONTHLY* in which, among other things, he said:

"I hope and expect to be in the publishing business for many years to come. But can I stay in it if popular opposition to, and misunderstanding of, advertising continues?"

From that time until his sudden death at his home in Winnetka, Ill., last Sunday, Mr. Strong, in the words of Gilbert T. Hodges, president of the Advertising Federation of America, gave "most generously of his time, talent and money in the upbuilding of advertising," to the end that it might justify its existence on a strictly factual basis.

It was his thought that advertising was not sufficiently understood for what it really is, namely, an economic force for the constructive upbuilding of business. He declared that the "highly competitive swashbuckling and recriminations in the various branches of the field are tending to create a dangerous resistance to the selling of advertising, largely because of the failure to use it properly."

He believed, too, that this misunderstanding was furthered, to an extent, by the way advertising was being taught in colleges and universities—a teaching that he defined as being almost half heresy.

"But," he added, "we don't lift our hands to give them facts; we don't support them in their own efforts to determine facts for us. The situation is very serious, one which is reflected through these individuals to the public."

And so Mr. Strong set about to correct conditions within the industry of which he was a part.

At the time he got this vision he was already engaged on a job that would tax the strength, talents and

ability of any one man. He had succeeded the late Victor F. Lawson as publisher of the *Daily News*. Mr. Lawson, who died on August 19, 1925, had left the newspaper in the hands of the late John J.



Mitchell, then president of the Illinois Merchants Trust Company, and the question of its continuance and control had to be dealt with.

Mr. Strong, who had served Mr. Lawson successively as clerk, personal secretary, and business manager, organized the Daily News Company, Inc. The company included himself, certain of his associates on the newspaper and some leading Chicago business men. There were many bidders for the property; but this group, headed by Mr. Strong, succeeded in purchasing it for \$13,500,000 and thus assured continued control of the newspaper in the hands of the men who had worked with Mr. Lawson and who would, as Mr. Mitchell put it at the time, "preserve its integrity as an independent, forward-looking and thorough medium for the dissemination of intelligence."

Then ensued many anxious days



*"Just assort a...
\$64,000,000 order"
...says Mrs. Jacksonville*

JACKSONVILLE merchants MUST buy steadily, to satisfy this annual demand, as disclosed by the new Census of Retail Distribution. And retailers in Jacksonville are alert merchandisers. They average a six-time turnover annually. A market!

What an opportunity for national advertisers to build dependable repeating demand, by winning preference in the Jacksonville home. And there is a way.

"Florida's Foremost Newspaper," in this city of 135,000, contacts 96,000 consumers every morning—7 mornings a week!

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities

of rehabilitation. The newspaper was completely remade in a physical way; Mr. Lawson's policies and ideals were maintained and the entire structure of the newspaper strengthened.

In addition to this Mr. Strong built a new plant and office building for his newspaper. A \$10,000,000 structure, one of the most beautiful examples of that kind of architecture in America was erected over a railroad right of way.

Although occupied with these activities, he threw himself without reserve into the task of causing advertising to be better understood and to create for it full recognition of its rightful place in the economic set-up. He continued, for one thing, to serve actively as a director of the Audit Bureau of Circulations, of which organization he had long been secretary, only relinquishing that place a couple of years ago.

P. L. Thomson, president of the Audit Bureau, describes Mr. Strong's contribution to the work of the bureau in the following tribute:

"In the death of Walter Strong, the publishing and advertising world has lost a distinguished leader whose high conception of the publisher's responsibility to the public and to advertisers was matched only by his own tireless and unselfish devotion toward the realization of these ideals. As a long-time director of the Audit Bureau of Circulations, his associates upon that board came to depend upon him for wise counsel and unfailing judgment and he never failed them. Walter Strong's service to the industry is a monument to his memory which will endure forever."

Mr. Strong dropped active affiliation with the A.B.C. in order that he might do some things that he thought ought to be done to and with the then International Advertising Association. He saw in this organization at least the framework for a machine that would establish whether or not advertising is a valuable force in stabilizing markets, in the adjustment of consumption and production; whether

it served an economic purpose; whether it reduced the cost of merchandise to the consumer, whether it policed itself to a point where it could not be exploited.

With his usual frankness he declared that the association had become a ballyhoo organization, but that it could be remade.

It was thus remade—almost under Mr. Strong's personal direction—at a Chicago convention in May, 1929, when it was reorganized in its present form as the Advertising Federation of America, and a start made toward the desired objective. He became chairman of the board of directors, and held this place until his death.

Speaking of the work Mr. Strong did for organized advertising, John Benson, president of the American Association of Advertising Agencies, says:

"I feel deeply grieved about the death of Walter Strong. He meant so much to me as a friend and so much to the whole community of advertising and journalism in this country. He gave lavishly of himself to the cause of better advertising, bringing his superb energy and business ability to bear without stint. He was an outstanding leader in the establishment of sound value, good faith and fair play, in advertising. We shall miss him acutely, but his vibrant influence will go marching on through the years which lie ahead, as a power for good."

Mr. Strong was active in the business of the Associated Press, the American Newspaper Publishers Association and the 100,000 Group of American Cities. He was instrumental in organizing the latter organization and was its president.

Early last winter when Chicago raised \$5,000,000 for the unemployment fund he was chairman of the publishing and advertising group and within a short time had raised the quota set for this section.

Mr. Strong, on the day of his death, had been out playing a few holes of golf with his fourteen-year-old son. He went to his room to dress for dinner and dropped dead of heart failure.

CICERO *was partly* **RIGHT**

When Cicero spoke of "changed times, changed customs," he was not commercial-minded enough to realize that *customers* change as well.

Customers of stores, of branded goods, of newspapers.

Consider the New York newspaper situation today compared with February. The American's greatly increased daily circulation . . . and the change in the editorial make-up of the paper itself . . . have created an important new selling factor in the morning field—a total re-alignment of old customers, of stores, and of newspapers. And important stores that never before used the American do so now and find it good.

On Sundays the circulation—always tremendous—has surged up 200,000, adding the equivalent of practically *another newspaper*, adding *new* customers for American advertisers to sell; and enough *new* and *old* customers on Sunday to exceed the total local circulation of both other standard size newspapers combined!

Times *do* change, so do customs. And advertising schedules should change with them.

NEW YORK AMERICAN

The newspaper for modern New Yorkers

Nationally Represented by PAUL BLOCK & ASSOCIATES



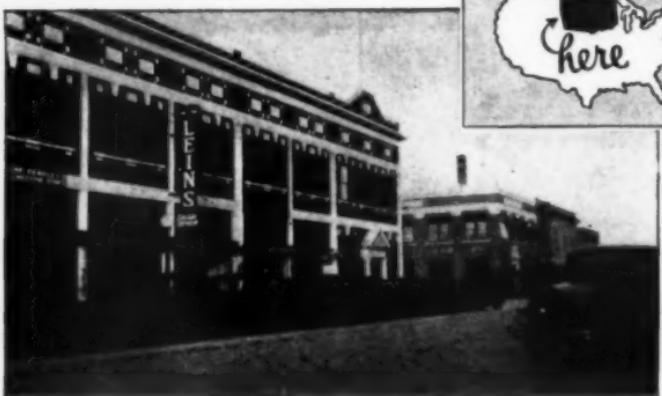


One hundred and thirty-five or 94% of the issues of True Story published to date show a gain in advertising revenue over the same month in the previous year.

Only nine issues of True Story have failed to show a gain in twelve years. Only three of these nine losses have occurred since 1926.

The reason for this outstanding success is the fact that national advertisers realize that the 2,000,000 families who read True Story regularly and almost exclusively, constitute one of the richest and most responsive markets in history.

343,000 BIG FARM FAMILIES *easy to reach!*



1,300 small towns like Thief River Falls, Minnesota, served by a single wholesale district, are the main artery for sales in this rich Northwest territory.

THE job of getting your goods into the hands of the consumer is a simple one in this market. The majority of the people, 51.2 per cent, lives on the farm, but they do their shopping in the Northwest's 1,300 small towns in which merchants are served from a single jobbing center.

One wholesale district, one advertising medium. The advertising medium is THE FARMER, the weekly home paper for farm folks for nearly fifty years, which has a larger circulation (275,000) than any other publication of any kind in the territory.

THE FARMER
Farm Stock-Home
Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue
Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard



Farm Paper Unit

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What's Wrong with Executive Personnel?

Market, Credit, Labor and Other Troubles Are Usually Due to the Management

CORPORATIONS and other business units have acquired impersonal characteristics which are quite apt to be misleading, for their motive power is not machinery nor system, but men. Individuals make the wheels go 'round, and any critical examination of corporations must begin with the individual qualifications of the executives.

Executive personnel is far more important than plant, product or markets, because it is the foundation for everything. All lines of business are good lines. The troubles at times may seem to be with the markets, or the machinery, or labor, or the lack of adequate capital or credit, but usually the troubles are due to the management. This applies to any business, whether it is a steel corporation or a bank.

The best time to examine into executive personnel is now, while business is not booming, while external business difficulties seem greatest, and while some sort of adjustments seem necessary. When business improves, as it will, the improvement will be greater for those corporations which have set their houses in order during the depression. If hard times come again, as they probably will, the hardship will be less for those concerns which have not tolerated inefficiencies merely because in prosperous times inefficiencies could be "afforded."

Every worth-while executive in every business has a hard job. His responsibilities are not purely private. They are in greater or less degree, public responsibilities. The thing to be attained is not simply individual success, but success for the entire organization.

This means that management personnel must be arranged in ac-

cordance with certain standards and rules which have demonstrated their soundness in business-at-large and which are quite likely to be good for any particular corporation. The purpose of this discussion is not to lay down hard and fast rules in a dogmatic way, but to offer a few general observations made during the course of wide experience.

A drastic "shake-up" in executive personnel ought not to be encouraged, although occasionally it may be necessary. Gradual shifts are preferable, as individual executives develop capabilities and as the business expands or contracts. The corporation president or other chief executive who fails to make changes in personnel or function of his subordinate personnel because the job is unpleasant, merely dodges his duty.

Close Relationships Often Are Bad

Too close personal relationships among the executives is often not a good thing, for it tends to exert an influence of bias on business relationships. Similarly, blood relationship among executives sometimes exerts a sentimental influence where it has no proper place. To create a position for a man who is the brother, or the son or the nephew of someone who should be cultivated is a common error; the search should be for men to fill jobs rather than for jobs to accommodate men, and an impersonal attitude is more to be desired than personal concern.

Fortunately the "family business" is rapidly passing. Those family businesses which have succeeded have done so despite the handicap, but their numbers become less from year to year. Exaggerated emphasis on personal influence within a corporation is like exaggerated emphasis on golf as a business-building institution in relations with customers. The fault

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is not in personalities nor in golf *per se*, but in the detraction of attention from the main point.

Internal jealousies and jockeying for personal position drive many corporations on the rocks. There are numerous examples in which "personal pull with the old man" results in the retention of a poorly equipped executive, and in the break-down of morale among other executives who do not have the "pull." Where jealousies exist, the fault is usually at the top, with the chief executive who is too timid, too vacillating or too irresponsible to exercise the authority which naturally belongs to him.

The cure for internal jealousy is of at least two kinds. Definite assignment of and adherence to functions is one. Cultivation of frankness is the other; often jealousies disappear when the top executive compels all subordinates to air their grievances in the open.

Overlapping of duties or twilight zones of function and responsibility, frequently causes trouble. It results in the encroachment of one officer upon the duties which might be performed better by some other but perhaps more timid officer. It also results in the common practice of evading responsibility which is not clearly placed, and thereby in encouraging the "alibi habit." The fault here is primarily at the top, and suggests that more internal trouble arises from failing to use authority vested in a superior than in failing to respect authority on the part of a subordinate.

Examples of the "one-man business" are common. Too often the president or other chief executive is a man of such great energy and initiative that he cannot refrain from doing a job himself instead of entrusting it to a subordinate under his supervision. The gain of having the job well done carries with it the loss of the ability to supervise, and leads to a breakdown, not only of the chief executive, but also of morale and self-confidence among the subordinates.

The ability to direct is rarer than the ability to do a given task. Where the chief executive is too dominant it usually follows that

weakness develops in the subordinate executive personnel. The man in executive position who prides himself on his facility at doing everything is usually shirking his greater responsibility for the sake of a lesser accomplishment. He cultivates his ego at the expense of his confidence in others, and the organization suffers. He is not doing his utmost for the organization. The best and most permanent business is not the "one-man business."

There is no rule for determining whether a corporation has too many or too few executives. It is worth noting, however, that normally one chief executive cannot direct efficiently more than five or six functions or departments. This means that he should limit the number of subordinate executives reporting directly to him. There are more cases of an executive who contacts directly with too many subordinates than of an executive who contacts with too few.

Don't Go Over the Heads of Subordinates

The executive always must maintain the right to dip into any minor situation under his jurisdiction, but in correcting the situation he should not go over the head of a subordinate directly in charge, for not only may his correction be clumsy, but he may also violate the feeling of responsibility of the subordinate. This is a corollary of the fault of the "one-man business."

Stock ownership or proprietorship often goes along with executive position, or may result from executive position, but there is an element of danger in the situation where ownership of a large block of stock dictates that the owner shall have executive responsibility. Ownership should be a thing separate and distinct from management. Too often, however, the thought of how much stock a man owns beclouds the thought of how good an executive he is.

Fortunately this situation within corporations is improving rapidly from year to year, and ultimately good management di-

4, 1931

May 14, 1931

PRINTERS' INK

43

My Wife Gets a Break



Boys, I'm licked. Yesterday morning I renewed the battle with my wife for having so many jars of cosmetics. You should have heard the backfire. I was called everything from a penny-pinching Dutchman to a half-cracked pen-pusher. My wife isn't very beautiful, and, like most women, she's pretty touchy on the subject. I should have known better because I guess women really do have to keep up the illusion with beauty creams. Mr. Hinze is well aware of that fact, for his Ambrosia is pleasing Los Angeles women. And The Examiner is pleased, too, because it is carrying Ambrosia's black and white Los Angeles campaign exclusively on Sundays. Rather a compliment, but not surprising, in view of The Examiner audience—those much-discussed moderns—those alive, alert, free-spending women (like my wife) who know what's what in newspapers. So, gentlemen, if your product is one for beauty, come into this field where homeliness is a sin and where The Examiner is supreme in morning, Sunday and home-delivered circulation.

**LOS ANGELES
EXAMINER**

Put Your Message Before the Moderns

verced from ownership will be self-enforcing, for the good manager makes profit, and profit is the language which the stockholder understands best. Furthermore, if attention is focused more on good management, then there develops a continuity of successful policy with a minimum of vagaries or whims of owners. There should be heirs to management as well as heirs to ownership.

Proper salaries of executives are not so difficult to determine as is often thought in the business world. For the services of most business executives there is some sort of broad market price, determinable by those who have opportunity for seeing into the inside of many corporations. Only a few executives fall within the class of "indispensables" and are worth more than the general average.

Salaries must always be tempered, of course, by consideration

of what the business can afford from time to time, based upon ability to pay dividends and accumulate surplus, and for this reason executives should willingly accept salary cuts at times, just as they should expect increases at other times. The market price of executives is rising from year to year. As a general rule, subject to many exceptions, good executives are underpaid rather than overpaid.

One mark of a good executive is that he knows how to organize and to use a budget, not for itself alone, but as a means of keeping control of the fluctuating currents of his business. A budget, intelligently used, enforces the best placement and administration of executive personnel.

Management has improved tremendously in recent years, but it still has much constructive work ahead.

Serenading the Housewife

A NOVEL advertising campaign, featuring popular songs of the day, is the latest result of the Morton Salt Company's constant search for new ways in which to emphasize its slogan, "When It Rains, It Pours." The songs which are being used, as the company's well-known slogan might suggest, are those musical hits which bear "rain" titles.

Twelve popular songs are being featured, one song to an advertisement. A careful search through a Victor record catalog revealed those songs with usable titles. Twenty-five titles were found among the musical hits, and out of these the twelve most desirable for the campaign were chosen. It was necessary for the company to obtain releases from the various music publishers.

No definite schedule is being followed in this newspaper campaign. It is released in different cities as local conditions warrant, and is running now in many cities from coast to coast. One advertisement of the series is run each week, the entire campaign lasting over a period of about three months.

A few days prior to the beginning of the campaign in a given town an announcement broadside is sent to the dealers in that locality. This broadside, captioned "Like Music to Your Ears."

**"I get the blues
when it rains!"**

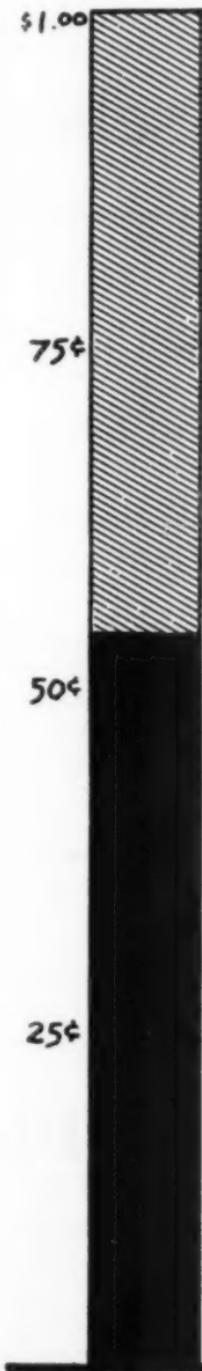


If choked sailors are among the things that distress you rainy days, change at once to Morton's Iodized Salt. Then you'll have no worry less, for the remarkable salt goes just as freely in damp weather as in dry. And it positively protects children from simple gout, rheumatism, colds and loss of appetite, lack of vigor and backwardness at school. Try it soon!

NOW 10c

PLAIN OR IODIZED
TO PREVENT GOITER

WHEN IT RAINS IT POURS



55 cents

FIIFTY-FIVE cents out of every dollar invested by national medical advertisers in San Francisco newspapers during 1930 went to the Examiner. This is but one of many classifications in which the Examiner holds outstanding leadership.

The Cost of selling Sk



Avoid These:

- 1 wasteful rural scatter-
ation
- 2 premiumized inflated
circulation
- 3 insufficient coverage
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territories
- 4 unbalanced circula-
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- 5 high combination
rates not justified by
sales potential

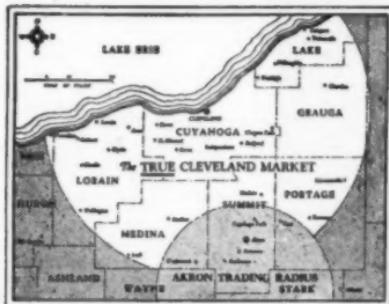
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PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



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NATION
NEWSPAPERS
CHICAGO
DETROIT

ing Skim-Milk Markets is Prohibitive . . .



THE TRUE Cleveland Market is one of America's most compact sales territories. Within 35 miles of down-town Cleveland live more than 1,500,000 people, who comprise a market of unequalled profit possibilities.

It can be quickly reached with a minimum of sales expense. Here your high-priced salesmen traverse no unproductive sales gaps to reach prospects, for this is a compact—almost a door-to-door market.

In it The Cleveland Press has 94.6% of its circulation concentrated—paralleling your profit possibilities—wasting none of your advertising message on barren soil in areas far distant from the seat of your sales activities.

The Cleveland Press
A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Agency Veteran to Retire

ADVERTISING agent since 1874, Percy B. Bromfield announces his retirement. Effective June 1 the advertising agency business of Bromfield & Company,



New York, of which he is president, will be dissolved.

For fifty-six years Mr. Bromfield has been active in the business. He has served one client, the W. Atlee Burpee Company, Philadelphia seedsmen, for upward of fifty years. Member of the old guard, the agency which he established at the age of eighteen was a contemporary of Geo. P. Rowell & Co., S. M. Pettengill & Company, Bates & Morse, J. Walter Thompson and other early pioneers who had headquarters in the Park Row district.

Mr. Bromfield is a former president of the New York Advertising Agents Association and one of the organizers of the American Association of Advertising Agencies. Together with William H. Johns, A. W. Erickson, O. H. Blackman, M. P. Gould and others he went to Philadelphia, Boston and Chicago in an endeavor to induce the agencies of those cities to form a national association.

In 1892 Mr. Bromfield contracted with Dr. Louis Klopsch, publisher of *The Christian Herald*, for that publication's advertising

space and, in addition to his agency business, for eighteen years conducted its advertising department in the Bible House, New York. Together with Dr. Klopsch and Dr. O. S. Marden, he established *Success Magazine*, each owning a one-third interest, and published it for several years.

Mr. Bromfield, in his seventy-fourth year, is enjoying good health. He has two sons engaged in the advertising business, Percy R. Bromfield and Edward T. Bromfield.

V. H. Porter, Executive Editor, Tower Magazines

Verne Hardin Porter has been appointed executive editor of Tower Magazines, Incorporated, New York. Since leaving the Hearst organization where he was editor of *Cosmopolitan* and then editor-in-chief of the Hearst Cosmopolitan Productions, he has been editor-in-chief of Paramount Pictures and of Universal Pictures. Previous to the World War, Mr. Porter was editor of the *Green Book Magazine* and associate editor of the *Red Book Magazine* with Ray Long.

Portland, Oreg., "News" Buys "Telegram"

The Portland, Oreg., *Telegram* has been purchased by the *Portland News*, a Scripps-Canfield newspaper, and the two papers will be merged under the name of the *News-Telegram*. Harry Ely, business manager of the *News*, will be business manager of the merged paper, and Fielding Lemmon, editor of the *News*, will be editor.

Appoints Edwin Bird Wilson

The Industrial Dryer Corporation, Stamford, Conn., has appointed Edwin Bird Wilson, Inc., New York, advertising agency, to direct its advertising account. A market investigation is being started on which a new sales and advertising policy will be based.

A. H. Story Joins Blum Agency

Arthur H. Story, formerly with the Hancock Payne Advertising Organization, Philadelphia, has joined the Charles Blum Advertising Corporation, of that city, as a contact executive.

New Account to Moss-Chase

The Williams Gold Refining Company, Buffalo, N. Y., dental golds and specialties, has appointed The Moss-Chase Company, advertising agency of that city, to direct its advertising account.

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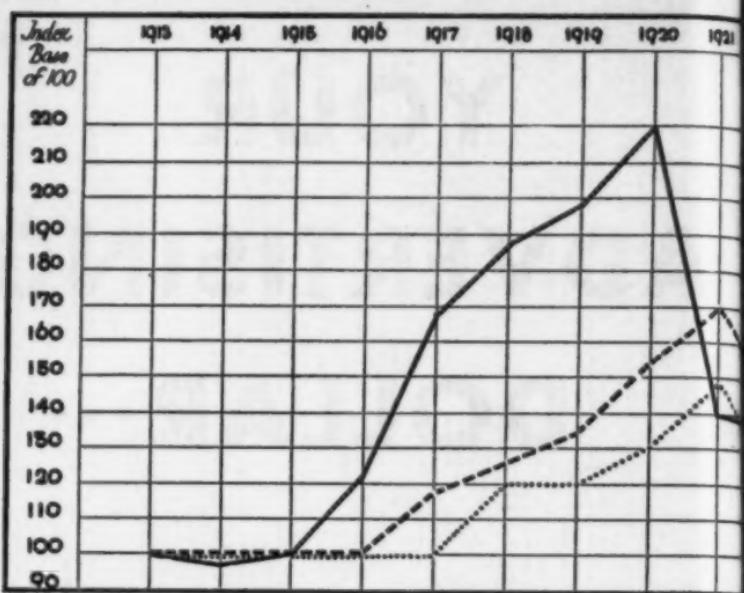
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YOUR ADVERTISING DOLLAR...

**What is it worth
today in relation to
commodity prices?**

WHILE dollars are cheap in terms of dollars, dollars are dear in terms of commodities. What then is the value of today's dollar in terms of advertising? The most satisfactory measure of the commodity value of the advertising



dollar can be provided by comparing it with the cost of commodities generally.

The three lines in the chart above trace commodity prices at wholesale as provided by the Department of Labor, the price of color pages per 1,000 in *Delineator*, and the price of black-and-white pages per 1,000 in *Delineator* from 1913 to date. These three sets of prices have been reduced to the same index figure of 100 in 1913. The lines show, in consequence, increases and decreases for each year in percentages.

The obvious facts are that advertising in *Delineator* has cost less almost every year since the war than commodities generally. The price of advertising decreased in *Delineator* below commodity prices in

1923,
from

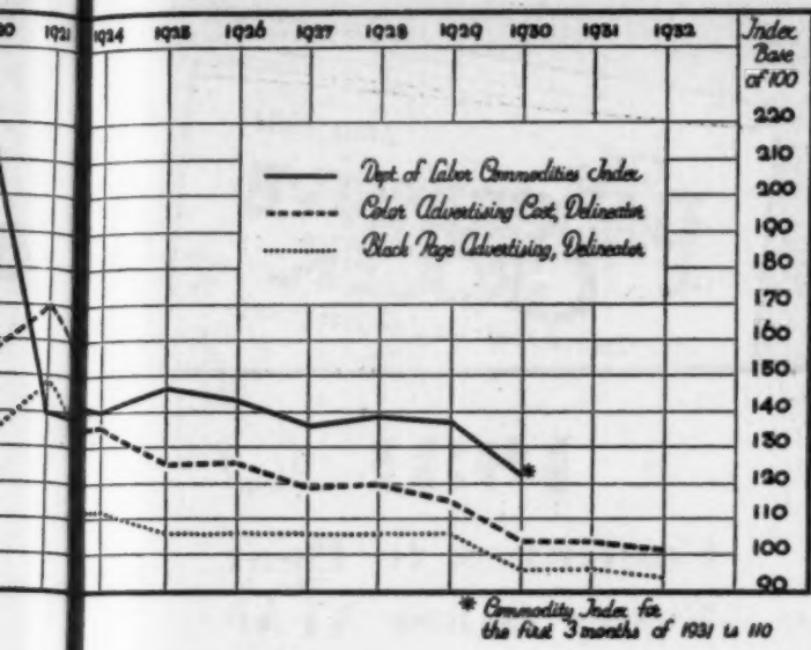
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1923, and has remained below commodity prices from 1923 to date.

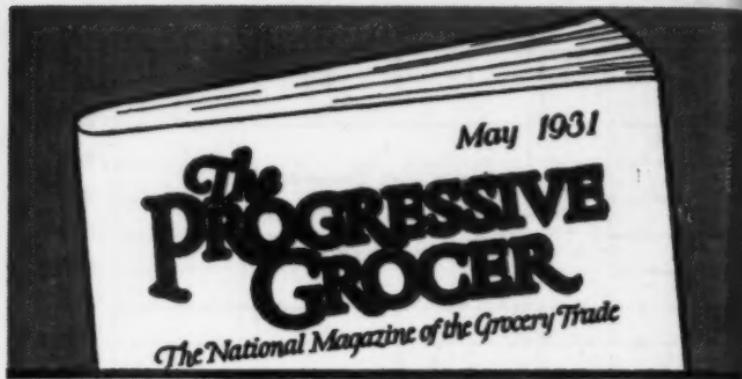
By January of 1932 the price of advertising in Delineator will be at the pre-war level in color, and below the pre-war level in black-and-white.

The prices in this chart are based on the circulation guarantee in effect each year.

Your dollar now buys advertising in Delineator at a price lower than the price of commodities generally.

**PRESENT GUARANTEE 2,300,000
GUARANTEE WITH JANUARY 2,600,000**

DELINEATOR



1931

Continues to Beat Every Other Year in Our History

BUSINESS so far this year has been very good with us. In the first five months of 1931, advertisers have again invested more money in THE PROGRESSIVE GROCER than in any similar period in the nine and a half years it has been published.

There is a very sound reason for this. In times like these, manufacturers go to work harder than ever on the retailer and jobber—salesmen are speeded up—every effort is made to make more calls and to make every call more effective.

Isn't it logical then that manufacturers should increase their advertising in the magazine that is a powerful influence with the 75,000 most important grocers and jobbers in the United States?

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY
New York Boston Chicago San Francisco

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Will Larger Commissions for Salesmen Bring More Volume?

Some Specific Instances of What Happened When Salesmen Were Given an Opportunity to Make More Money Than Usual

By Thomas E. Wright

Promotion Manager, St. Regis Paper Company

THREE seems to be an almost universal trepidation about increasing salesmen's incomes. Constantly one meets the argument: "Distributing costs are already too high. What will increasing salesmen's pay do but make it still higher?"

That is a difficult question to answer convincingly. Of course, if volume remains the same, more money paid to salesmen must inevitably increase the cost of distribution. But will volume remain the same?

Let me start with the most extreme case in my experience. It is that of a semi-prepared dessert put on the market a year ago. There is no need to discuss the hundreds of new food products appearing all the time, and the consequent reluctance of retailers and jobbers to stock a new item that does not enjoy a perceptible public demand.

Familiar with the difficulty of entering this market, the manufacturer devised the following plan: First he figured the actual cost of his product, not including overhead—just the goods themselves. Then he went to an energetic and successful food distributor with this proposal: "The wholesale price of my product is \$8 a dozen. It costs me, complete, \$1.50. You sell it for me to grocers and jobbers. I'll keep \$1.50 a dozen to reimburse me for my outlay. The remainder I will pass on to you. Pay yourself a fair commission, utilizing the remainder of the money for advertising as you see fit. At the end of the year we'll make a new contract which will yield me a larger return."

I think that manufacturer was smart. True, he'll lose money during the first year—his overhead. But almost any business of that

sort will show a loss at its beginning—loss of a size that nobody can calculate in advance. With this method of operation the loss can be known in advance. It is limited to the cost of overhead, a factor directly under the control of the management.

I consider that the distributor was smart, too. He convinced himself that the product is virtually without a competitor and that an enormous potential market exists for such a dessert. The unusual compensation plan yields him somewhat more than his customary commission—enough to excite within himself and his salesmen an unwonted amount of enthusiasm and aggressiveness. It permits him to utilize just the sort and amount of advertising that he considers best adapted to his territory. It makes him almost a free agent.

Will It Work?

No doubt the manufacturer is assuming some risks. Yet how could he start a new business without assuming risks? He chose his distributor carefully, of course. Anyway, the point to consider here is that he is employing a unique way of paying for distribution. It is as yet too early to base any ultimate judgment on the plan as a standard procedure, but this I know—to date the manufacturer is so pleased that he is seeking more connections of the same kind in other territories. And he believes that when the first year has gone by he will have gained a greater distribution and sale than might have been possible in any other way. Thus he and the distributor will start the second year in a favorable position for both.

This case is admittedly extreme. For that reason it must have a less general appeal than some other and

perhaps less radical ways of paying salesmen to push a business ahead. That interest in this problem is widespread can hardly be denied. Here's an instance from the machinery field.

The manager of a large Eastern plant laid this problem before a business executive of considerable marketing experience: "I am paying my salesmen a straight salary, based largely on their volume, partly on length of service. Now, I am convinced that our year's volume can be increased, even now, if I can find a way to stimulate our salesmen sufficiently. But if I raise their salaries can I reduce them afterward, if necessary, without disrupting morale? What would you do?"

Here is the reply: "Since you are paying your men a straight salary, any move that you might make in the direction of a straight commission basis at this time would probably be disapproved by the salesmen, because they would fear that the ultimate effect of the plan might be to decrease their incomes.

"However, you might tell your men that you realize that business is difficult to get at this time; that, nevertheless, your merchandise and your sales force are such as to justify the fair expectation of an increase in business, and if the increase should come the firm would profit and the salesmen are entitled to profit commensurately. Tell them that you have such faith in the ability and loyalty of your sales force that you are willing to gamble with them by paying them their added profit on each sale in the form of a commission in addition to their salaries. Say that you would like the commission to be what the salesmen themselves think would be fair, if their views as to its size should not be excessive, judged on the basis of the firm's cost sheets. But before the commissions go into effect each salesman is expected to turn in a fixed volume of business per \$1,000 of salary drawn, this volume also to be determined by the salesmen, subject to the approval of the house after consulting its books. And tell them that, finally, this is

frankly an experiment, the continuance of which must naturally depend upon the satisfaction of the house and that it is terminable upon thirty days' notice.

"This plan offers a number of advantages. First, the salesmen will be likely to set a lower rate of commission than you would yourself; though, in the final analysis, the rate will be fixed by you, if the salesmen should set it too high. Second, the salesmen will probably set a higher quota per \$1,000 of salary than you would; but if they should set it too low, it is again within your power to fix it at a sum that you consider correct. Third, the salesmen will have had a voice in the matter, which should certainly content them with the concurrent idea that the plan may be terminated without their consent, should the house find it unprofitable. Fourth, the offer is in the nature of an unexpected raise in income, if the men demonstrate their capacity to earn it. Fifth, it adds a new incentive at a time when your salesmen are possibly becoming a bit discouraged and fearing that their salaries may be cut instead of increased.

"On the assumption that the house has been justified in carrying the salesmen during 1930 at their present salaries, it would be my guess that the commission rate and the quota per \$1,000 should be so adjusted that the salesman could increase his income by say 10 per cent through increasing his sales 15 per cent. However, the actual figures of your business would have to determine this point.

"Under any circumstances, if I were presenting this to the salesmen, after the commission rate and quota per \$1,000 of salary had been decided, I would stress, and emphasize, and repeat, that the proposal obviously guarantees a nice possibility of profit for the salesmen but the house has no guarantee except such as the salesmen themselves might put into practice by their increased sales, and that its principal object is to give the salesmen an incentive to bring in more volume at this particular time. And that, further, when

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Tacking makes extra work

... **B**UT sailing before the wind consumes less effort and less time. A straight course is much more desirable than a circuitous route, more profitable for either sailing-ship or advertiser.

Hundreds of advertisers in 1930 proved unnecessary a zig-zag path toward sales in Cincinnati and used The Times-Star exclusively to carry their messages directly toward the objective . . . and with unerring results.

There is no tacking of sales ships smoothly sailing on a Times-Star schedule, borne swiftly on a sweeping wind of confidence and reader acceptance. The Times-Star is read in the majority of the worthwhile homes in Cincinnati. It is thoroughly sales effective and your message takes the shortest and quickest route to its goal—the sale.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

MEMBER OF A. B. C.—100,000 GROUP—MEDIA RECORDS

conditions ease up, so that business can be secured in normal volume through normal effort, there will be quite a likelihood that the commission will be eliminated—in other words, that the commission is an emergency measure, and may be expected to pass with the passing of the emergency."

At first glance it may seem hazardous even to intimate that a sales force might have a voice in setting its own income. This is because in most industries either the average commission rate or the typical salary are fairly standard—fixed by custom. But the salesmen know the prevailing scale, if one can call it such. They apply for a job with a fairly approximate idea of compensation already in their minds. And during the preliminary negotiations don't they usually bargain and thus help set their incomes? And don't they finally close the deal with a more or less mutually understood quota in mind? And when they are discharged isn't it usually because they have failed to meet this tacitly or openly understood quota?

As to the hazards of increasing salesmen's incomes, hear the testimony of one in an entirely separate field—men's clothing. This manufacturer says: "Some years ago, having charge of thirty-two salesmen, I found need to readjust the commission rate downward. It had begun, years before, at 7½ per cent; later salesmen had been engaged at 6½ per cent; and the younger members of the force had come on at 6 per cent. The men made comparisons, of course, and some dissatisfaction was evident.

"I took the bull by the horns. In open sales convention I reviewed the situation to the men, explaining that current conditions made the old 7½ per cent rate too high, but that out of sentiment the house had never wished to alter the original arrangements with the older salesmen. However, a proper regard for every individual made an equalization of rate seem imperative. I then turned the meeting over to the men, expecting that whatever decision they might reach by themselves would of course be

satisfactory to all of them.

"But one young fellow surprised me. Getting on his feet he shot this question at me:

"'Every one of your factory workers is making more money than he used to, isn't he?'

"'Yes.'

"'And yet the cost per garment is less?'

"'Yes.'

"'Well, instead of reducing the older men here, why not increase the younger men? Why not give us all 7½ per cent? That won't increase your overhead; it will increase only the cost per sale. But if we all bring in more sales, your total net profit will be larger. The house will make more, we salesmen will make more, and—'

"He was interrupted by a burst of applause from his fellow travelers. Naturally. This neat proposal removed the threat of a reduction from the older men and it promised more money for the others. All the salesmen were for it. Finally I proposed a compromise—we'd try this plan for a year; if it didn't work out, all commissions would go to 6 per cent. Agreed? Yes, everybody agreed, for again none of the salesmen could lose.

"What happened? Why, nothing very definite. Our sales increased somewhat. But at the year's end the house's net profit was only as large as it had previously been, in dollars and cents. The salesmen were making more money. They all seemed satisfied. The house had no strong grounds for suggesting a reduction, especially as the year in general had been poorer than its predecessor—in our industry and in others. So perhaps we were lucky to make a small gain in volume and maintain our actual profits. Six months later a merger absorbed us."

Fifty years ago our leading business authorities would have laughed at one who might have proposed: "Reduce the cost of goods by paying more for labor." Today we may scout the idea of reducing the cost of sales by paying more to the seller. But does that make it wrong?



**Sun-Telegraph Gains 210.6%
Over Peak Year in Daily
Retail Grocers' Advertising**

**Leads All Daily Pittsburgh
Papers for First Four Months**

RETAIL GROCERS' ADVERTISING

Jan. 1st to April 30th (Daily Only)

1929

Sun-Telegraph . . . 107,039
Press 303,282
Post-Gazette . . . 107,074

1930

Sun-Telegraph . . . 285,142
Press 321,075
Post-Gazette . . . 111,793

1931

SUN-TELEGRAPH	339,443
PRESS	331,954
POST-GAZETTE	80,058

During the first four months of 1931, The Sun-Telegraph published 339,443 lines of retail grocers' advertising — more than any other paper — and 210.6% more than during the corresponding period of 1929. The Press published 9.2% more than in 1929; the Post-Gazette 25.2% less.

Figures by MEDIA RECORDS

THE SUN-TELEGRAPH

Nationally Represented by
PAUL BLOCK AND ASSOCIATES

THE HARDEST PART IS NOT OURS

WE can put the words and pictures together, but the touch that turns them into a living advertisement is the advertiser's okay.

Every successful business has a personality. The best judge of whether or not an advertisement expresses that personality is the client.

We respect the judgment of a client. It was his judgment which selected us. His judgment guided the business from the beginning. His judgment decided to advertise.

He may not always like advertising that we like. We may be certain that it is good advertising. But we believe that the best advertising for that particular business is a style we *both* like.



JOHN D. ANDERSON
Account Representative
New York



LEON D. HANSEN
Account Representative
Manager of
Pittsburgh Office



T. ELLIOTT DETWEILER

Writer
New York



W. FRANKLIN MOORE

Account Representative
New York



FRANK T. BALDWIN
Assistant Account Representative

Boston



ETHEL G. ARMSTRONG
Manager, Filing Department
New York

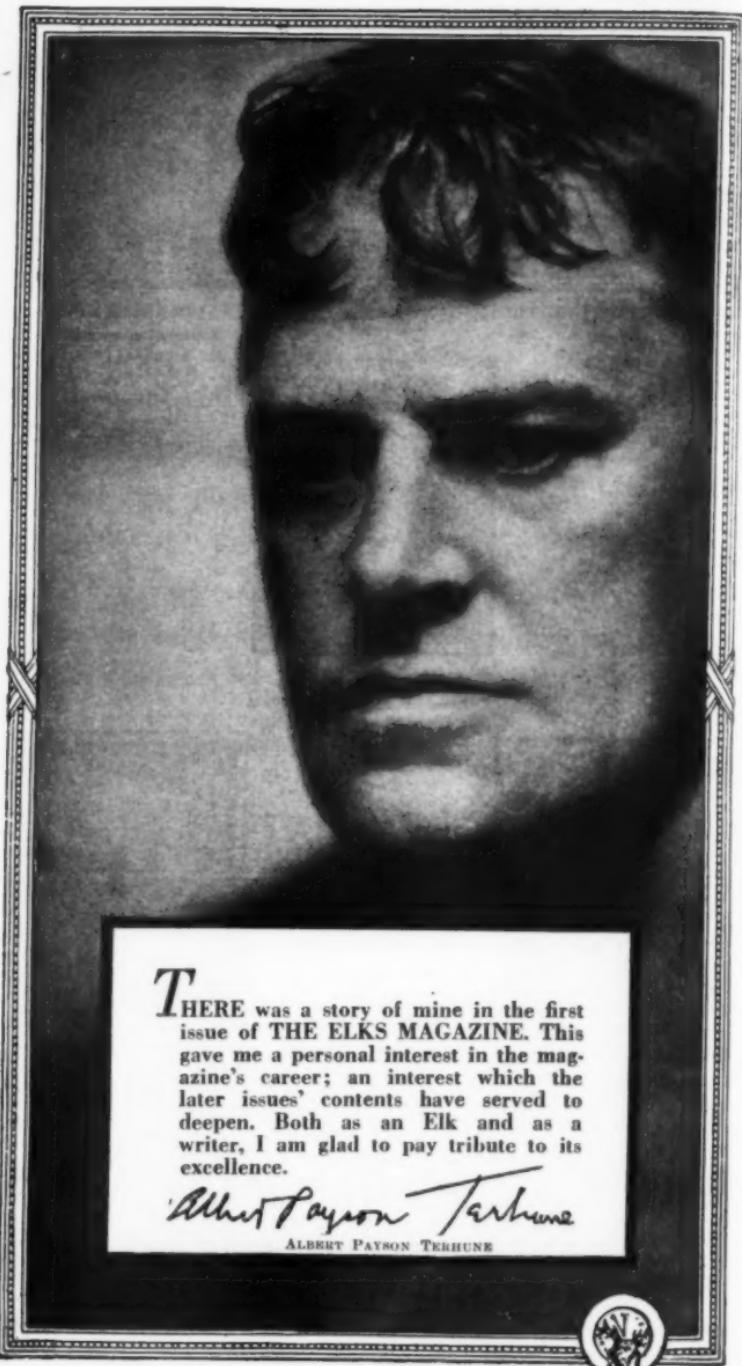


ALFRED H. CLAGUE
Art Director
Minneapolis

Batten, Barton, Durstine & Osborn
INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building



THREE was a story of mine in the first issue of THE ELKS MAGAZINE. This gave me a personal interest in the magazine's career; an interest which the later issues' contents have served to deepen. Both as an Elk and as a writer, I am glad to pay tribute to its excellence.

Albert Payson Terhune

ALBERT PAYSON TERHUNE



Selling Ice to Eskimos

This Copy Might Even Sell Snowshoes in Panama

ALMOST directly opposite it, seemingly placed there by a kind Providence for the sake of easy comparison, was one of the run-of-mine furniture sale advertisements. "Sale—Antique Furniture—Reductions up to 50 Per Cent," it shrieked across two columns.

But the piece of copy one saw first occupied only a single column. (The advertiser: David Kramer, Inc.) Its heading wasn't in 72-point type—30-point was the size used. But the message—how could one pass it by?

"Wall St. stocks at 50 per cent discount from current quotations!" declared the caption. And then, running down the entire length of the paper, in single column, this message:

"Our branch in the Wall St. district used to do a brisk business because all the financial houses were expanding their space and buying new furniture for the customers to sit on and put their feet on and write orders on. . . .

"But the way things have been going these last eighteen months these houses have furniture enough for the next twenty years. . . . So what's the use of our keeping a downtown branch and trying to sell ice to Eskimos? . . . That's what we think too! . . .

"We have about two square miles of swell showroom in the Graybar Building where business still is good but there isn't room for our downtown stocks and we hate to think what it would cost to move them anyhow. . . . So here goes one of those rare things—an honest Removal Sale. . . .

"The kind of furniture you find in regular snappy business houses. . . . And that swell semi-period stuff you used to see when you went down with more margin. . . . All this goes at an honest $\frac{1}{2}$ off. . . . Then we have the kind which was destined for those Inner Offices where only the traders in

50,000 share lots ever got. . . . This last kind . . . being extra snooty . . . is only 40 per cent off. . . .

"It isn't so dumb to spruce up at a time like this. . . . Just as though collections were good. . . .

"The original prices weren't nearly so high as we could have got away with and now look what we've done to them! . . . We're determined to close out by May 6 regardless of cost. . . . The news has got around to the dealers, who will be here early to stock up for less money than this furniture would cost them wholesale. . . . So come right away and give them some competition and yourself a break! . . ."

The sale was to end May 6. It was decided to continue it to May 29.

"Ah," you say, "the usual fake."

But no! Witness the following copy, also in single-column space:

"Our removal sale was announced to close May 6th and it is going to go on to May 29th, inclusive. . . . Which makes it look like a genuine fake removal sale . . . which it is not. . . .

"We started out with office furniture that cost us \$75,000 and have sold about half. . . .

"We have not seen Messrs. Morgan . . . Rockefeller, or even Ford anywhere around the premises although some fellows who also rate as big shots have come in and rubbed elbows with purchasing agents and lawyers and such like and nearly all of them bought things. . . .

"The stuff that's left comprises at least one of everything that has been sold so we can't call the extended period a 'leavings' sale. . . .

"We went into a huddle with our landlord and came out of it with an extension to May 29th. . . .

"So if you have use for fine straight commercial furniture or semi-period stuff or those ultralux things . . . come on in and

you'll be glad. . . . You know very well there's not much doing at the office anyhow. . . .

"These prices would have been miracles a year ago. . . . They are bargains now although they may only equal moderate discounts a year from now. . . .

"All but the snootiest items are 50 per cent off regular prices . . . some more off. . . . And that

super-doggy stuff is 40 per cent off. . . .

"There won't be another extension because it was all we could do to get this one. . . .

"What isn't sold will be moved uptown to our main showroom in the Graybar Building. . . .

" . . . So help us! . . .

Long live such Truth-in-Advertising.

Angles on Space Buying

Let Both Agents and Publishers Pay Space Buyer's Salary—A Wild Idea
By "Veritas"

SPACE buying. A much discussed subject. Something like the weather. Talked about humorously, seriously, lightly and lovingly but nothing much is ever done about it. What *can* be done?

Here's an idea, maybe not an answer to the questions, but at least it should call for still further discussion and, who knows? some day something may evolve from it.

The space buyer, to my mind, serves a dual role. He represents the agency to the publishers' representatives. He represents the publishers' representatives to his agency. He is working for two entirely different but related groups. His time is in demand by both. Let both groups, agency and publishers, pay his salary.

Some will say the publisher's 15 per cent discount to agencies is doing just that. Sure! But only those publications the agency's clients now use pay the salary, and often we feel it's the publications we are not using that take up most of our time.

Impracticable will be the next cry! Just for the moment let's not try to answer that. Let's see what the result would be if some method could be worked out to make my plan practicable and if the results tend to show it a good idea, some master mind should work it out.

First, from the publishers' standpoint. Wouldn't it be Utopia (or first cousin) for them to have their own employee working hand in

glove with the agency? Wouldn't the tendency be less toward wasting that employee's time and more toward keeping him posted on vital facts? Wouldn't the space buyer feel more obligated to the publishing field in general and work harder to keep posted?

From the agency standpoint the situation doesn't offer such "golden glows." The space buyer wouldn't be under its entire control. He probably wouldn't have as much time to devote to odd jobs relating only remotely to media. However, to offset this, the smaller agencies could afford more personnel in the media department and thereby more specialization on the part of each member of the department. Where there is now one man or woman trying to buy intelligently magazine, newspaper, business-paper, card card, outdoor and radio space, there could be two for the same outlay. The agency would almost automatically be forced to have a space buyer who knows media, who is interested enough in media to fight for careful selection of publications and who would give sincere service both to agency and publishers.

This idea may never go any further. But it would help all parties if agency and representatives would look on the space buyer as an employee of both parties. Then they would realize that any waste of time is penalizing the pocketbooks of both.

Liberty Buys 3 New Authors

The editorial road which *Liberty* will follow may be judged by their names:

Lady Conan Doyle

Major General J. E. Fechet

(Chief of Army Air Corps)

Grand Duchess Marie

(Who will write her sequel to the best selling "Education of a Princess")

Early issues of *Liberty* will also contain material from the following authors, closely associated with *Liberty*'s past editorial success:

J. P. McEvoy

Robert Benchley

Michael Arlen

Rex Beach

Elsie Janis

Beatrice Grimshaw

Adela Rogers St. Johns *George Allan England*

Human, newsy, briefly presented stories and articles written by capable authors and illustrated by popular artists will continue to make *Liberty* the most asked-for magazine ever published.

What Are They Thinking?

Excerpts from Some Recent Public Utterances

Charles M. Schwab:

IN building the personnel of a corporation, you must not only meet the competition of other corporations that would like to get your men away from you, but you must likewise provide the incentive of substantial rewards—at *Bureau of Advertising dinner*.

Stuart D. Cowan, president of Cowan & Dengler, Inc.:

Men have their vanities—even married men. While the fundamental desire for personal adornment may not be quite so strong in them as in women, it is nevertheless a vital force though often disguised or rationalized in terms of utility or convenience. To induce men to spend money in the satisfaction of this want the manufacturers of watches have made a great play on the wrist watch. As a matter of fact, the wrist watch was made smart and masculine by the officers of the British army. Only a few years after the war wrist watches were out-selling pocket watches in all lines retailing at \$20 and over. Today utility seems to be making this market a permanent one despite the sacrifice in accuracy—at *Taylor Society meeting*.

Dr. Julius Klein:

I think that the great majority of level-headed students view the machine as a liberator. They see it creating wealth—and not for the few alone. They recognize its prime responsibility for the rise of giant industries concerned with a vast array of new conveniences and comfort. They are grateful to it for lifting much of the age-old burden of grinding labor from the bent backs of the toilers. They conceive of it as the source of unprecedented wage-scales—over the *Columbia Broadcasting System*.

Howard Angus, account executive, Batten, Barton, Durstine & Osborn, Inc.:

Those advertising agencies have been most successful in broadcast-

ing when a major executive made program building his personal job and became as thoroughly acquainted with its technique as with other forms of advertising. Because of his interest all of the creative ability within the agency was directed toward this new medium. Everybody will admit that if radio is advertising, the personnel of an agency as a whole should be as competent to prepare programs as magazine or newspaper copy. The only way to learn is by actual experience—at *A.A.A.A. convention*.

W. T. Chevalier, of the McGraw-Hill Publishing Company:

The progressive business publishers are devoting much effort to informing and training their sales staffs, not with a view to more artful or persuasive selling tactics, but with a view to a more helpful contact with their advertisers. The fruits of the publisher's research department—market surveys, factual data, sound advertising principles—all are being analyzed, digested and passed on to the representatives so that they may be able to service their products more effectively and help the advertiser to use his space more resultfully. The modern business-paper salesman is required to know more and think more and do more about his advertiser's marketing problems than would have been thought reasonable but a few years ago—at *A.N.A. meeting*.

M. A. Hollinshead, director, Radio Department of the Campbell-Ewald Company:

Last fall we started a weekly radio program for the Chevrolet Motor Company. Captain Eddie Rickenbacker introduced some American war hero on each night of the broadcast. Numerous telephone calls were received asking to speak to Captain Rickenbacker. One station sent in to Chevrolet a list of over 200 people who phoned in and asked to speak to

WE HELPED TO CATCH "THE MOST DANGEROUS MAN ALIVE"!

In our last October issue, True Detective Mysteries printed a photo and story of Fred Burke—"the most dangerous man alive" . . . wanted by 18 states and the Federal authorities, implicated in at least 21 murders.

In our March issue, True Detective Mysteries carried an illuminating exposé of Chicago's St. Valentine's Day massacre — linking to the crime the dread name of "Killer" Burke.

Now "Killer" Burke is serving a life sentence. True

Detective Mysteries' descriptions, photos and accompanying accounts of modern detective methods enabled a young man of Green City, Mo., to identify, shadow and effect the capture of this anti-social menace.

So . . . True Detective Mysteries' belief in educating intelligent citizens to the realities of today's crime problems has borne concrete results — performed a valuable social function. Of this we are justly proud.

99.6% News Stand Sale



TRUE DETECTIVE MYSTERIES
MEN BUY 8 CENTS, WOMEN 10 CENTS



"The people of the United States have reached their western frontier . . . the banks of the Missouri River . . ."

(North American Review—1858)

THREE are always those forecasters who build fences around progress, business, education and what-not! We've seen the same prophetic fallacy in the publishing field. Up to September, 1929, the powers-that-be had settled the general publication business comfortably into four distinct moulds: magazines with mass circulation; those with "class circulation"; business papers; and trade and industrial periodicals. That was all there could, or would be.

Then something happened! The *Business Week* upset the standardized apple cart! It accomplished the impossible. It produced a new kind of publication; a weekly business newspaper of fast, fresh news. It has taken its place as a fifth distinct classification—extended the publishing horizon into a new world—produced a different advertising medium.

How? First of all, by going after an elusive, difficult-to-serve class of readers—yourself, and your business conferees. Secondly, by building a staff of economist-reporters and specialist-editors to meet your specifications—giving you all the worth-while business news of the week, right up to the last minute. Thirdly, by placing the mechanical operations on a basis that guarantees super-speedy transportation of that news to you.

You know all these facts. But, have you, as the power behind your company's advertising appropriation, realized what an opportunity you, as one of the nation's most influential purchasers, offer yourself? With such a large slice of the country's business affairs controlled by the readers of *The Business Week*, isn't this unique publication the logical start for your advertising plans?



*The above message—addressed to the business men who underwrite 1931 advertising—appears in the current issue of *The Business Week**

More New Accounts

THESE may be times of sifted buying. Or, it may be that the more progressive advertisers and agencies are taking keener advantages of opportunities. At any rate, The Business Week has found itself at the happy receiving end of new accounts and more business; has registered a handsome gain in lineage, placing it at the top of general business media during these past few months when values were being scrutinized more closely than ever.

Why? The answer is obvious. The Business Week has extended the publication horizon; has assembled and made available a powerful market that is unduplicated by any other publication; has opened to advertisers this dominating group of business leaders, at a cost so moderate it is without parallel.



THE BUSINESS WEEK

A McGRAW-HILL PUBLICATION

10th Avenue and 36th Street, New York City • Chicago
Philadelphia • Washington • Detroit • St. Louis • Cleveland
Los Angeles • San Francisco • Boston • Greenville • London

Eddie. They said they were old friends of his, knew him when he was a racing driver or as a flyer in France, and they were anxious to talk to him before he left the studio.

Unfortunately, Captain Rickenbacker was in the studio in the spirit only; that is to say, his friends had heard him in a recorded program. The station people would explain that Captain Rickenbacker's voice had been heard by electrical transcription and that the whole program was on records. Some of the callers said they knew all about electrical transcriptions—that they were the phonograph records that carried the musical part of the programs—but on the other hand, they knew Captain Rickenbacker and the hero of the evening were right there in the studio and wouldn't they please call Eddie to the phone without any more conversation about it.—at *A.A.A.A. convention*.

* * *

Laurence G. Meads, partner of The Blackman Company:

Large scale distribution means buying in large units or on contract. Fewer sales contacts will be necessary, but these will be more important. This suggests a shift in the make-up of the sales force toward fewer salesmen of a higher order. This tendency is already in evidence. This should affect the advertising policy.

As a manufacturer finds it profitable to contact fewer retail outlets—in other words, as he withdraws somewhat from his sales contact with the public—he must use other means of strengthening his standing with the public.—at *A.A.A.A. convention*.

* * *

Lee H. Bristol, vice-president of Bristol-Myers Co.:

Will the advertising in the future become the side show and the advertiser be known only as the official sponsor for this or that entertainment feature? And if so, will the gold-digging public who must be entertained reward the advertiser for his patronage of the arts by buying more of his laundry soap?

I do not believe so. There seems to be nothing in the past history of advertising to indicate that advertising will not always be advertising, and not advertising masquerading as something else. The function of entertainment in advertising has to do largely with getting an audience. Entertainment has always been a factor in advertising, though perhaps not recognized until radio threw it into the limelight. Perhaps the day will come when advertising is so well done that it will provide its own entertainment, and thereby, its own audience.—at *Detroit Advertising Club*.

* * *

Louis Wiley, business manager of the New York "Times":

Has not the time come for reducing or eliminating some of the unnecessary waste in newspaper operation, largely occasioned by destructive competition between the publishers themselves and a probable cause of excessive rate differentials?—at *A.N.P.A. convention*.

* * *

G. Lynn Sumner, president of The G. Lynn Sumner Company, Inc.:

Every advertiser would do well to review from time to time the picture of himself and his merchandise that he is placing before the public and should raise in his own mind the query as to whether he is doing better or worse than he did a year ago, and particularly as to what the net effect on his market amounts to as a result of the advertising he is doing.—at *A.A.A.A. convention*.

* * *

L. Ames Brown, president of Lord & Thomas and Logan:

I don't believe we can set any arbitrary rule as to the amount of advertising that can successfully and profitably be put into a radio program. While an advertising content of 10 per cent has been found to be markedly successful in programs that have high public acceptance, there are other successful programs with a considerably higher advertising content, and there are some programs that are virtually 100 per cent advertising—

May 14,

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and big sales builders.—at *A.A. A.A. convention.*

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H. H. Kynett, of The Aitkin-Kynett company:

I cannot see why I should have a separate—from the advertising point of view at least—copy department for the development of broadcasting continuities and programs; and maintain it as a thing apart from other phases of any given advertising campaign. I am fairly well aware of the problems that present themselves in relation to program development; but it is my belief that the difficulties so far have been based upon a fundamental lack of knowledge and creative ability rather than any especial need for separation of technique.—at *A.A. A.A. convention.*

* * *

S. R. Latshaw, president of the Butterick Publishing Company:

An agency told me that its tally for one month showed 8,600 calls (by space salesmen). The patience of Job is required to face this constant offensive.—at the *A.A.A.A. convention.*

* * *

E. V. Walsh, sales manager of The Timken-Detroit Company:

We analyzed our salesmen's daily call reports to show them what a small amount of constructive work they actually were doing in the field day after day.

Over a certain period of time in early 1930, our average Timken salesman made only two and one-half calls per month on his users previously sold by him, notwithstanding the fact that that is the source of approximately 25 per cent of our leads. None of those men, however, realized the small amount of work they were doing in this particular field until their reports were analyzed for them.

We did the same thing with our canvass calls, and when it was shown that less than two and one-quarter canvass calls per day per man were being made, or only approximately two new people per day were being told our story, our salesmen, as a general rule, increased their activity as far as soliciting new interest was concerned.

The same was true with machine demonstrations. The average Timken salesman would have disputed the statement that he was making only one demonstration every sixth day.—at *The St. Louis Sales Managers' Bureau meeting.*

* * *

L. D. H. Weld, director of research, McCann-Erickson, Inc.:

The problem of American business men is to develop some method of co-operation and co-ordination which will make rational planning possible, and at the same time keep within the law. This might be accomplished by the voluntary establishment of an advisory planning board or economic council within each industry, manned by industrial leaders and outside experts. Such a planning board could feel its way at first, but have in mind the development of the following activities:

1. Co-ordination in purchase of raw material and equipment.
2. Advising on plant additions and extensions.
3. Promotion of co-operative methods of preventing seasonal fluctuations.
4. Exchange of information on employment opportunities within the industry, and in allied industries.
5. Collection of data covering costs of manufacture and of distribution, prices of past transactions, stocks on hand, and advance orders.—at *U. S. Chamber of Commerce convention.*

* * *

E. H. H. Simmons, former president of the New York Stock Exchange:

The same persons who so loudly proclaimed a new era of unlimited prosperity two or three years ago are now equally convinced that the end of civilization is at hand, and that while time still remains we had better sell the whole country back to the Indians for what it will bring.—at *New York Better Business Bureau luncheon.*

Acousticon Account to Hoyt

The Dictograph Products Company, New York, has appointed the Charles W. Hoyt Company, Inc., advertising agency of that city, to direct the advertising of its Acousticon division. This appointment is effective July 1.

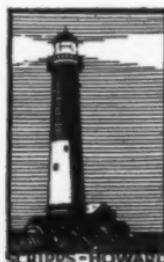
The Cincinnati Post

“..Cincinnati’s Great Citizen”

IN a public address, Russell Wilson, Mayor of Cincinnati, spoke of The Cincinnati Post as the “First Citizen of Cincinnati” because of its lone-handed work in championing the city manager form of government in Cincinnati and a new deal in the county court house.

Naturally we’re proud to have this said of us. But really the credit belongs to the readers of the Post. It is they who collectively should be called “First Citizens.”

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



T h e C i

A S C I

NATION
NEWSPA
CHICAG
DETROI

Typical Post Homes in the College Hill district of Cincinnati. Four out of the five in the picture are daily readers of *The Cincinnati Post*.



The Cincinnati Post could only suggest. It was influential, civic-minded Post readers who supplied the blood and bone leadership that made the changes possible.

As a manufacturer you also want to reach this group of influential citizens who mold public opinion.

Reach them most effectively with The Cincinnati Post, read by more than 62 per cent of the Cincinnati market.

POST CIRCULATION

City and Suburban	144,702
OK Market	163,467
Total Circulation more than .	184,000

e Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY
CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Three Advertisements That Did

Sinclair, Pyrex and Nivea Creme Are the Subjects of Today's Lesson
By Aesop Glim

ONCE again an able, intelligent and handsome advertising director has made a valued contribution to this series and written enough facts and results about his contribution considerably to lighten the work of Old Aesop Glim. (May his tribe increase!)

Sylvester M. Morey, advertising manager for the Sinclair Refining Company, writes on the interesting "Mellowed a Hundred Million Years" campaign. I am glad to know that this campaign has been highly resultful—for it also measures up to the ideal of making an advertising page compete in interest with an editorial page, while still selling goods. (This is no "sponsored entertainment")

Mr. Morey says: "As the Sinclair Pennsylvania Mobiline Motor Oil campaign consisted of six advertisements originally scheduled for newspaper rotogravure and national magazines, it is impossible for me to pick out any single advertisement which stood out above the others. All I can say is that the campaign began in September, 1930, and that by late December we were obliged to suspend it temporarily in order to let the refinery catch up with the demand. At that time the refinery was 1,000,000 gallons behind its orders with things getting worse (or better) every day.

"In other ways, too, we had gratifying evidence that the campaign had rung the bell. From fifty different schools and colleges scattered throughout the country came letters asking for sets of the advertisements to be used in natural history and geology

classrooms. An author of books on natural history asked permission to reprint one of the photographs in his latest work. At least a half dozen art magazines, trade papers and what-not asked us for information on which to base articles. All of these requests were unsolicited by us.

"Not the least gratifying was the response of the sales organization. At our annual sales meetings held throughout the country in February, there was a universal demand on the part of the salesmen and agents that whatever else was done the 'animals' should get the preference.

"Some of the salesmen gave instances of how the campaign had caught on. One unusual instance was that of a sign painter in Florida who, when hired to reletter an ordinary sign, asked permission to paint the Sinclair Mobiline dinosaur free of charge on a billboard owned by himself. Another in-



While scaly monsters fought in PENNSYLVANIA

What makes our motor oil higher in lubricating quality than another?

That's a question that's been in the press a great deal lately, and the answer, the experience of the refining process.

For instance, the Sinclair Mobiline Motor Oil campaign has been a success, and every one reads the stories of the salesmen and agents who have sold more Mobiline than any other oil in their districts. Now, what makes Mobiline? It is—

what Mobiline is—a synthesis of the best qualities in the best crude oils, and for this reason it is a

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stance occurred in Chattanooga where a Sinclair agent bought a 1910 Buick, mounted on it a huge wooden dinosaur with the Mobiline slogan, 'Mellowed a Hundred Million Years,' and trundled it about his territory with much attendant newspaper publicity.

"In general I believe the Mobiline (now called Sinclair Pennsylvania Motor Oil) campaign was successful because it made motor oil interesting. More specifically it attached to the product the appeal of rarity. As a result of considerable survey work, we believe that the rapid growth in the popularity of Pennsylvania motor oils is largely due to the rarity implied to the name 'Pennsylvania.' Pennsylvania oil is not to be found everywhere in the world; it comes from a relatively tiny producing area and by that token carries with it the appeal of rarity. In the Mobiline series we simply carried that appeal to the nth degree. We were not content with merely shouting 'Pennsylvania,' we narrowed it down further to the Bradford-Allegany pool of the Pennsylvania field and capped the climax by playing up its origin, the Devonian Age which—being older than most other oil-producing ages—bears out the contention of geologists that the older oils are in most cases higher in specific gravity and hence more valuable."

* * *

Next we have an advertisement for Pyrex Ovenware, made by the Corning Glass Works. This advertisement pulled a double response. The copy starts with the offer of a standard Pyrex dish at a special price for a limited time only. The prospect must go to the local dealer for this. The results from this offer are not as directly traceable—numerically—as from the second offer. But both dealers and manufacturer knew well that this advertisement had appeared!

The directly traceable results came from the second offer—a free menu booklet. The advertisement was inserted in four publications, each time in less than full-page size. The total response was

28,926 requests for the booklet!

Note particularly that the prospect had to read through the main copy to reach the "free" offer.

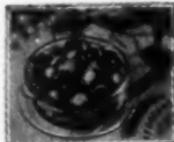
Extraordinary Value

for brief time only

REGULAR \$1.00

PYREX OPEN BAKING DISH

for 69¢



Inset photo: chocolate cake. The most popular dish to satisfy the last two minutes. The Open Baking Dish is perfect for all kinds of meat pies, roasts, meat, casseroles and gravy, fish, soups.



Inset photo: pie. All kinds of tempting soufflés and on gravy vegetable dishes are baked and served in the Open Baking Dish.



Inset photo: casserole. Just one of the many dishes you can deliciously prepare and serve in this dish. Ideal for puddings, soufflés, roasts, meat, and gravy, casseroles.

HERE is an opportunity to buy one of the most popular Pyrex dishes at an extraordinary savings. \$1.00 for the 1½-quart Open Baking Dish is not a regular price.

Forget for a moment the regular price—this dish has always been a great favorite. Truly, it is surprising the number of delicious dishes you can bake in it. It is a most economical—washable—dish—deep dish pie—pudding—meat. It is also a wonderful asset for picnics, picnics.

Forget for a moment the regular price—this dish is now one of these Open Baking Dishes, you will find it hard to have a second one—because you so often use two of these dishes.

Don't miss the opportunity to buy the Pyrex Open Baking Dish at nearly one-third less than the regular price.

Be sure to buy the regular price—this dish is now one of these Open Baking Dishes.

Buy one or buy a dozen—either way you will be a happy owner of these dishes. When his present supply is exhausted, they will go back to the regular price. You can buy them in the department stores or chain stores of department stores and in hardware stores. No dishes will be sold direct from factory. Canadian price, regularly \$1.25—reduced to 69¢.

When you are making your purchase, be sure to ask for the opportunity to buy the regular price Open Baking Dish.

Among them are a Two-Piece Dish for roasting cooking in the oven; a Divided Dish that cuts the work of two dishes; a Pyrex Plate that bakes foods perfectly and looks beautiful on the table.

FREE—Send today for New Menu Booklet

Corning Glass Works, Dept. 100, Corning, N. Y.

Please send me FREE Menu Booklet.

Name: _____

Address: _____

This is proof that the copy was readable.

The combination of copy and art elements works to secure both "new uses and new users"—which is a grand ideal for most advertisers to keep in mind. To the woman bored with planning twenty-one meals a week, the Pyrex dish opens up a whole new world of interesting menus. Hence the menu booklet offer is in no sense altruistic. This advertisement starts

An *additional* 1,600,000 people



THREE are 399,666 families living within Philadelphia's A. B. C. suburban area—more families than live in the suburbs of any other American city, with the single exception of New York.

CURTIS - MARTIN
INDEPENDENCE SQUARE, PHILADELPHIA

The Philadelphia Inquirer

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These 399,666 families, representing more than 1,600,000 people, make up a market greater than the combined populations of Baltimore and Boston; greater than the combined populations of New Orleans, Atlanta, Cincinnati and Indianapolis.

Philadelphia's suburbs are world-famous. Here are miles and miles of homes, maintained and occupied by typical American families with better-than-average incomes. Here is a steady and ever-increasing demand for automobiles, oil-burners, mechanical refrigerators, electric ranges, radios—for everything that adds to the enjoyment of living.

No one Philadelphia newspaper can give the advertiser anything like adequate coverage of Philadelphia's A. B. C. suburban area for the simple reason that no one newspaper has anything like the circulation volume necessary to sway this tremendous purchasing power.

Would you, Mr. Manufacturer, think of using only one newspaper to sell a market as large as Baltimore and Boston combined; or one newspaper to sell a market as large as New Orleans, Atlanta, Cincinnati and Indianapolis combined?

To use only one newspaper in Philadelphia is to miss a sales potential that is, in reality, the cream of the Philadelphia market—the 399,666 families in the A. B. C. suburban area.

There is a way—and it is the only way—to obtain 100% coverage of A. B. C. Philadelphia's suburbs. It is through the Curtis-Martin group of newspapers—The Morning and Sunday Inquirer and The Morning, Evening and Sunday Public Ledger.

You should have all the facts concerning this remarkable merchandising opportunity.

RTI NEWSPAPERS, INC.
SQUARE PHILADELPHIA

PUBLIC  **LEDGER**
MORNING EVENING SUNDAY



© 1930 P. B. & G. Inc.

**THERE'S SLEEPING BEAUTY IN YOUR SKIN
WAKE IT UP WITH NIVEA CREME**

Wind and weather take out of your exposed face and hands the elements necessary for skin liveliness. Nivea Creme (only creme containing Eucalyptus*) puts these elements back, counteracts the chapping, reawakening effects of exposure.

The winter, protect your skin with Nivea Creme and give it a chance to be its NATURAL lovely self. Like the rest of your softer-smooth body. Use Nivea Creme continually, day in and day out, for powder base, cleansing, massage, night creme. It will serve you splendidly! Watch Nivea Creme bring body-beauty to your face and hands. Buy Nivea Creme in the tube or the attractive bowl-in-jar at the beauty department and drug stores.

*Trade Marks, Reg. U. S. Pat. Off.

P. HERZOG & CO., INC., 288 MISSION STREET, NEW YORK

**NIVEA
CREME**

selling from the first word—and never stops.

* * *

Lastly, for today's lesson, we have a typical advertisement from the Nivea Creme campaign. Dr. Carl J. Herzog, American representative for this product, writes:

"Introducing a new cream in America, even though it enjoys a large sale in Europe, was no easy task. We were aided, however, by a unique advertising campaign which dramatized the importance of our skin creme in counteracting the damaging effect of exposure on face and hands. The skin on the body, because it is sheltered,

retains its natural youthfulness—its softness and smoothness. The skin on face and hands, however, is apt to lose its fine texture through loss of substances—which are restored through Nivea Creme. Therefore, our copy theme has become 'Body Beauty for Your Face and Hands'—and we have used interesting photographs with lights and shadows to focus attention on the idea. Our campaign has been unusually successful in achieving a quick introduction for Nivea Creme to trade and consumer alike."

Some day soon Old Aesop Glim hopes to write a diatribe titled, "Sex Appeal—when it does and when it doesn't." (Place your order with your newsdealer now.)

This advertisement is a good example of when it *does* appeal. The copy tells a sincere story of the difference in texture between body skin and the skin of hands or face. The transition to the product advertised is logical and easy. The example itself carries a large measure of the conviction which the whole copy succeeds in establishing.

The picture of a nude body has arresting power—an arresting power which will probably never wear out. It is easy to cheat with this device. In the Nivea Creme campaign, the nude body is an accurate element of the story; the lady wasn't dragged in by the heels. Secondly, it is not used in a blatant way. An interesting photographic device—the spotlight on the face and hands—begins, at your first glance, to tell you of the story to come.

Vendex Account to Green-Brodie

Vendex, Inc., New York, name-stamping pencil vending machines, has appointed The Green-Brodie Company, advertising agency of that city, to direct its advertising account. Magazines and farm papers are being used in a preliminary test campaign.

W. H. Fetridge Joins Chicago "Tribune"

William H. Fetridge, former editor of *Embalmers Monthly*, Chicago, has joined the copy and art department of the Chicago *Tribune*.

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Making It Easier for Advertisers to Buy and Use *Street Car Advertising*

OUR new sales plan is now in effect. It permits the advertiser for the first time to buy and use Street Car advertising on a basis that is unlimited in its flexibility.

Previously, Street Car advertising has been sold only on full or half service contracts for one year's showing with short rate charges for six months contracts.

Our new method allows the advertiser to spend exactly to the dollar what *he* wants to spend in the different cities. We have adopted the rate method of many leading newspapers—the only difference is that instead of buying so many lines of space to be used within one year, the advertiser buys a definite number of car card displays at so much per card per month to be used when, where and to the extent desired within one year.

The seasonable advertiser or the advertiser who has a special short time campaign may contract for a definite



number of car card displays for one year and accelerate his service as desired.

For example, the rate for 5,000 cards monthly for one year would be the same whether the service is used within six months by the display of 10,000 cards, or within four months by the display of 15,000 cards, or within three months by the display of 20,000 cards, or within two months by the display of 30,000 cards.

One lapse is permitted without extra charge—as an example, continuous service during March, April and May and during September, October and November.

There are three very important reasons why this new sales plan will greatly benefit the advertiser who wants to advertise *only* where he has distribution and *only* to the extent that his sales in each market justify—

First, because he will select cities where the conditions are most favorable for him.

Second, because he will have the satisfaction of knowing that he is not spending money for advertising that reaches people who live in cities, towns and villages where his product is not on sale or in places where his sales are very light.

Third, because he will figure the expenditure for each market and get the cost down to exactly the amount justified by the sales and conditions of the different markets.

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DAILY COST--less than \$150

Here is an example of how the 5,000 cards could be distributed at a monthly cost of \$4,400:

	Cards Displayed
Pittsburgh	500
Harrisburg	50
Reading	50
Scranton	50
Cleveland	500
Cincinnati	350
Columbus	100
Toledo	100
Dayton	75
Youngstown	50
Bronx, N. Y.	250
Buffalo	250
Rochester	150
Syracuse	50
Binghamton	50
Baltimore	400
Washington	300
Atlanta	100
Birmingham	100
San Francisco	400
Louisville	200
St. Louis	500
Omaha	100
Dallas	100
Ft. Worth	75
Memphis	75
Nashville	75
(5% Excess Display Guaranteed)	5,000

The average Street Car of the United States *now* carries more than 17,000 passengers monthly. On that basis, 5,000 cars in these 27 cities carry more than 85,000,000 passengers every month. This figures 100,000 circulation for every \$5. Street Car advertising circulation is the lowest cost, definitely known circulation in existence.

Sales have declined in nearly all lines of business and like all other advertising mediums, we are below normal.

NOW--in order to help ourselves, we have figured out this plan of helping advertisers by giving them the privilege of using Street Car advertising in any way that will be of the greatest help to them.

H. Barnard

National Advertising Manager

STREET RAILWAYS ADVERTISING CO.
220 WEST 42ND STREET, NEW YORK, N. Y.

(Offices in all large cities)

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Letters That Helped Engineers to Become Salesmen

This Company Hired a Group of Young Engineers Inexperienced in the Art of Selling—Then It Set Out to Train Them

III

WHEN the Neilan Company, Ltd., decided to employ engineers, rather than salesmen, to sell its regulation and control equipment, the problem of inducting these engineers into the mysteries of selling promptly became of paramount importance.

Part of the training was carried on by mail. The advice contained in some of these letters and bulletins is of practical use not only to salesmen in the industrial field, but to those in the general field as well. *PRINTERS' INK* is therefore publishing, in consecutive issues, seven letters that helped these engineers. The third letter in the series follows:

* * *

NEILAN CO., LTD.
Los Angeles, Calif.

DEAR PAT:

The other day a salesman came in and made a valiant effort to sell us some time on his station for radio advertising. While we are willing to give him credit for his initiative, he showed a woeful lack of knowledge of our needs. If he spent his entire day with as little information about his prospects he must have gone home that night with a sad heart indeed.

For you know as well as we do that our products are interesting only to a very few highly specialized engineers. We would be lucky if as many as one out of every thousand listeners-in on the radio would ever have the slightest need for Neilan equipment. He could have avoided wasting his time and ours if he had taken the precaution to have asked our telephone girl or anyone else what we manufactured.

This, of course, only proves how vital it is for a salesman to find out as much as possible about the needs of his prospect.

I remember once when I first

started in selling that I was sent to San Angelo, Texas, to sell boiler gas regulators. At the end of the first day, my calls had disclosed the fact that while there were many oil company offices there, they were all land and geologic offices without an oil well or an engineer closer than 110 miles away. Naturally, I jumped the 110 miles and sales started. A little more information would have prevented this blunder.

Your success in selling, Pat, is going to depend to a large degree on how well you are able to find out approximately what your prospect's needs are before you call on him. You must find out how many plants he has and where they are and what type they are. If they are near, see if you can't get in them so that you will know what the prospect needs. You can then be of actual service to him and can talk in such a way that he will want to learn what you have to tell him. He is interested in increasing the efficiency and production of his plants.

There are many ways that you may obtain such information and it will pay you to always learn as much about your prospect's needs as possible before you call.

You may have heard about a certain merchant in a small town of only 5,000 population who has built up a yearly volume of greater than \$1,000,000. This clever fellow sends out twenty young ladies selling bluing and needles and under this guise they gain entrance to everyone's home within a radius of twenty miles. They are keen observers and note whether the family lacks a radio, piano, washing machine and also the household furnishings which need replacing. Then when Farmer Jacobs comes shopping, this merchant is well fortified with au-

thentic information as to his prospect's needs.

Find out as much as possible about the type of man you are to call on and his habits. Then you will not be shooting in the dark, so to speak.

It is too great a handicap to expect to sell a prospect something when you don't know what he needs. Don't walk into the trap that my wife lays for salesmen! When a salesman comes to our door selling Eureka Vacuum Cleaners she tells him we have one and

it is sure a dandy. What can he do to this reception? He usually appears pleased and goes on. Proper information would tell him she uses a carpet sweeper and he might sell her.

Start in on tomorrow's calls and learn all you can about each man's possible needs before you enter his office. Your increased sales will be your reward.

Sincerely yours,
NEILAN CO., LTD.,
T. H. SEAVEY,
Sales Manager.

An All-American Space Selling Eleven

The Third Member of the Team Is Selected—Third Article of a Series on Space Salesmen

By John J. McCarthy
Account Manager, McCann-Erickson, Inc.

3. Representative of a Group of Newspapers. Selling a group of newspapers which are under one ownership is not easy. Few chain newspaper groups are strong in every city in which they have a newspaper. In spite of the fact that newspapers in a chain are locally independently edited there is a general feeling among buyers of space that they are not; and that the "group editorial ideas" do not always set so well locally. Few salesmen can dispel such impressions as can Murphy—the man unanimously selected by the space buying judges for the all-star post of Representing a Group of Newspapers.

Prior to his present job, Murphy was an agency executive. When he came to his present connection and before he attempted to sell a line of space, he made a comprehensive study of all the newspapers which are members of his chain. Murphy amassed literally tons of good selling material, but after several months of pruning and paring, he evolved a written sales story that was a wow. This sales presentation took only about twenty minutes to deliver, yet it contained everything that a prospective ad-

vertiser would want to know about this particular chain of newspapers.

Instead of cornering agency space buyers when he could, Murphy made a practice of delivering this story to groups consisting of the entire executive personnel of agencies and advertisers. Consequently, within several months he had covered practically all the leading agencies and advertisers in the East and Middle West. Naturally, there followed from these conferences calls for further detailed information about the chain as a whole or particular papers. And in said calls, Murphy usually did the signing of space contracts.

Although a number of crack salesmen for years had been selling this particular chain of papers, none of them ever managed to get across its salient selling points in the simple, straightforward and effective manner that Murphy did with the brief group presentation story. As a result, Murphy today is regarded as the last word authority on this group of papers—at least by those who buy space. No space salesman would ask to be held in any higher regard as far as his medium is concerned.



In 1941

• • • • this boy will have a definite purchasing power of his own. He will be in the market for everything his father buys today. Then national advertisers will be searching for the sure, direct method of selling him.

We cannot foretell his choice in automobiles, shaving soaps, hats and other articles but we can be certain that he will be a reader of the Los Angeles Times. There is ample backing for this statement. Right now he is an enthusiastic reader of the Junior Times and a member of the Times Junior Aircraft League. He is studying citizenship, reciting speeches, building mind and muscles in preparation for the time when he will be eligible for the National Oratorical Contest and the Junior Olympics, two great events sponsored in Southern California by the Los Angeles Times.

These and other exclusive features are purposely built to help produce finer, more successful citizens and create Times readers who have interest and faith in its editorial and advertising columns.

**Largest Home Delivered Circulation
on the Pacific Coast**

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 260 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: W. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

Meadow Gold Enters National Advertising Lists

Butter and Ice Cream Are Being Featured in Two Separate and Simultaneous Campaigns

THE Beatrice Creamery Company, comprising some 150 dairy plants in twenty-three States and the District of Columbia, has begun national advertising on two of its products—Meadow Gold butter and ice cream.

The company's opening shot in the national advertising galleries is a double-barreled one. Each of the products is the subject of its own complete and thoroughly rounded advertising and merchandising program. Closely related as the two products are from a production point of view, the distribution channels and merchandising methods are almost entirely different. The ice cream is sold chiefly through drug stores and as a rule the druggist carries only one brand, for which he signs a yearly contract. The butter is sold through grocery stores and food shops. These usually carry more than one brand.

Although each campaign is a unit in itself, there is complementary mention of the other prod-

uct in each. The butter advertisements carry a paragraph calling attention to the ice cream, and vice versa. Meadow Gold milk is mentioned in the magazine advertisements as being available in some communities.

The two campaigns are making their appearance at approximately the same time. The Meadow Gold butter advertising began the week with a double-page, four-color spread in the first May issue of a national weekly and a full-page in color in the May issues of women's magazines. The ice cream campaign began in newspapers in some cities last week and makes its appearance in magazines next month. Outdoor advertising is also being used on both products.

Both campaigns talk quality strongly. Each seeks to hammer home a central, basic selling point that is a feature characteristic of the product. For the butter this point is "June Flavor." For the ice cream it is "Smooth Freezing."

The "June Flavor" idea is ex-

Ice Cream frozen this new way has richer, creamier texture

No lumps or coarse ice crystals mar the smoothness of Meadow Gold Ice Cream

Buy it in the wrapped, sealed "carry-home" package

It's rare for frozen desserts of the day—this one is the exception. The smooth, creamy, no-lump Meadow Gold ice cream is made from the finest, creamiest, freshest cream—no water, no ice, no air, no substitutes—no additives. Blue ribbon seal on ice cream carton.

Hands of good things

Meadow Gold's "smooth-freeze" method brings me to the full the rich dairy goodness of which this ice cream is composed. The smooth, creamy, no-lump Meadow Gold ice cream is made right from the best, fresh from the cream—no water, no ice, no air, no substitutes—no additives. Blue ribbon seal on ice cream carton.

Ask your dealer

The dealers who sell Meadow Gold have been educated to know that they can create the same impression as a movie star in the making. Ask him to put your name on the list.



Smooth Freezing Is the Featured Talking Point in the Meadow Gold Ice Cream Advertising

PUT "VISUAL LETTERS" ON YOUR SALES STAFF —THEY CAN PROVE THEIR SALES ABILITY

Before you hire a new salesman you make him PROVE that he can sell. Put the "VisualLetter" to the same test. Investigate its record. Check up on its references. Here are two very timely ones:

The Advertising Manager of one of the largest corporations in America writes, after showing a new "VisualLetter" campaign to 600 distributors and dealers, "All our dealers agree that never before has our sales story been presented in such an attractive and effective way." (Name on request.)

Another manufacturer says, "We have received

a 25% increase in returns from our "VisualLetter" mailing. This is especially impressive because 70% of these "VisualLetters" were mailed with a permit-number under Third-class postage, instead of first-class as heretofore." (Name on request.)

The "VisualLetter" combines in ONE mailing piece the dignified approach of the type-written business letter and the powerful sales-punch of the illustrated folder.

"VisualLetters" are patented. We have the exclusive right to manufacture and sell "VisualLetters" in Manhattan. Let us show you how effective they can be made in pulling inquiries and stimulating sales of your product.

ISAAC GOLDMANN

COMPANY
 FOUNDED 1876
 PRINTING OF EVERY DESCRIPTION
 80 LAFAYETTE STREET—NEW YORK, N. Y.
 TEL. WORTH 2-6080

MR. ADVERTISER.

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HOUSEKEEPING

Everywoman's Magazine

plained thus in the copy of the opening butter advertisement:

June with its green pastures, its cows knee-deep in clover! No wonder June butter has always been thought to have a fresher, more appetizing flavor.

For years butter-makers regarded this delicate flavor of butter made in June as being altogether due to season. They accepted the flat, insipid taste of winter butter as a necessity.

But now it is known that they were wrong! In Meadow Gold laboratories, careful research has disclosed new facts about butter flavor. Meadow Gold butter-makers, the most expert by far of any in this country, have found that it is really possible to bring you "June flavor" in butter every day in the year.

This, the copy goes on to explain, has been brought about by careful selection of cream that is "tested for flavor" and the Beatrice churning processes.

The "smooth freezing" of Meadow Gold ice cream is, interestingly enough, closely related to the recently developed processes for quick freezing of fish and meats.

The "richer, creamier texture and flavor" which, it is announced, this process imparts to the ice cream is dramatized in the advertisements by magnifying-glass photographs. One picture shows "ordinary" ice cream as seen through the glass, a second shows the texture of Meadow Gold.

A second selling point featured is the "carry-home" package. The ice cream is sold in quart and pint wax-sealed containers that are packed at the plant and also in bricks. The former type of package is receiving chief emphasis and its advantages are being merchandised strongly to the druggist in business-paper advertising and sales contacts.

Over a hundred newspapers in seventy-five cities will carry the ice cream advertising.

Sam Spalding Joins Brinckerhoff Agency

Sam Spalding, formerly editor and publisher of *How to Sell*, Mount Morris, Ill., and at one time in charge of copy and service work for the Hearst magazines, has joined Brinckerhoff, Inc., Chicago advertising agency, as chairman of the advisory board.

Metropolitan Advertising Golfers Ready for Season

The Metropolitan Advertising Golf Association will hold the first of its four tournaments of the coming season on May 14 at the Greenwich Country Club, Greenwich, Conn. Other tournaments are scheduled for June 9, at the Oakland Golf Club; July 14, at the Hackensack Golf Club; and September 12 and 13, at the Montauk Downs Golf Club.

Officers of the association for the 1931 season are: E. C. Bennett, president; C. W. Fuller, vice-president; A. L. Cole, treasurer, and Ralf Coykendall, secretary.

Committees are as follows: Tournament, H. Douglas Hadden, chairman, W. R. Butler, Bart Hydorn and G. E. Fontaine; membership, W. S. Bird, chairman, C. Stuart Heminway, L. E. Smalley and Fred Walsh; trophy, R. B. Bowen, chairman, Allan Brown, Henry Hurd and F. A. Eaton; entertainment, Paul Cornell, chairman, Paul West, C. R. Marshall and Courtland Smith, and publicity, W. A. McDermid, chairman, William E. Haskell, Jr., Innis Brown and M. M. Lord.

Memphis Starts Drive for Community Campaign

The City of Memphis, Tenn., is organizing a committee of 450 citizens to carry the idea of a ten-year program of progress to the people of the city. Advertising is appearing in Memphis newspapers headed "Southward flows the tide of Empire—shall it pass Memphis by?" These advertisements tell briefly of the successful advertising campaigns which have been used by the cities of Atlanta, Dallas and New Orleans and ask support for a program which has been outlined similarly for Memphis. The advertisements are signed by The United Memphis Committee of One Hundred, of which W. D. Kyser is general chairman.

Johnson & Johnson Buy Harold H. Clapp, Inc.

Johnson & Johnson, New Brunswick, N. J., manufacturers of physicians' and hospital supplies, etc., have purchased Harold H. Clapp, Inc., Rochester, N. Y., manufacturer of Clapp's Baby Soap. The Clapp plant will continue to be operated in Rochester and the Clapp company will continue as a subsidiary of Johnson & Johnson, with its present officers.

Russell T. Gray Opens St. Louis Office

Russell T. Gray, Inc., Chicago advertising agency, has opened an office at St. Louis, in the Arcade Building, with Lyle T. Johnston in charge. Mr. Johnston was until recently with the C. H. Trapp Advertising Agency and formerly was with Ralph H. Moore, Inc., and the John Ring, Jr., Advertising Company, all of St. Louis.

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What They Wanted

Reporter, newspaper feature writer, newspaper editor, scenario writer, film editor, writer for and editor of magazines, author of books . . . Hugh Weir has kept in touch with the changing times. He knows people . . . and what they like to read. As editorial director, he is responsible for the reader interest which made possible the unique record of 22,230,706 copies of Tower Magazines purchased by shopping women in seventeen months.

100% VOLUNTARY PURCHASE

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BOUGHT BY SHOPPING WOMEN IN 1931

931 The Great WRITERS

of today create the fast-moving editorial content which brings such a large and insistent reader demand for **The Home, The Illustrated Detective, The Illustrated Love and New Movie Magazines.**

Achmed Abdullah
 Samuel Hopkins Adams
 Frank R. Adams
 Ruby M. Ayres
 Faith Baldwin
 Jerome Beatty
 Zoe Beckley
 Konrad Bercovici
 Berton Braley
 Ellis Parker Butler
 Octavus Roy Cohen
 Courtney Ryley Cooper
 Herbert Corey
 George Creel
 Chester T. Crowell
 Homer Croy
 Phyllis Duganne
 May Edginton
 Cosmo Hamilton
 Herb Howe
 E. M. Hull
 Fannie Hurst
 Inez Haynes Irwin
 Wallace Irwin
 Will Irwin
 Helen Keller
 Karl Kitchen
 Lilian Lauferty
 Fanny Heaslip Lea
 Robert J. MacAlarney
 Edwina MacDonald
 J. P. McEvoy

O. O. McIntyre
 Samuel Merwin
 Ethel Watts Mumford
 Kathleen Norris
 William Orr
 William Hamilton Osborne
 William Dudley Pelley
 H. I. Phillips
 Verne Porter
 Arthur B. Reeve
 Albert T. Reid
 Sax Rohmer
 Charles Edward Russell
 John Russell
 Rafael Sabatini
 Chic Sale
 Margaret Sangster
 Nevis Shane
 Charles Somerville
 Adela Rogers St. Johns
 Arthur Stringer
 Ida M. Tarbell
 Albert Payson Terhune
 Juliet Wilbur Tompkins
 Jim Tully
 George Kibbe Turner
 Frederic L. Van De Water
 Edgar Wallace
 Dixie Willson
 P. G. Wodehouse
 William Almon Wolff

and FAMOUS ARTISTS

give life and sparkle to covers and illustrations . . . adding beauty of appearance to compelling editorial appeal.



THE EDITORIAL STAFF OF TOWER MAGAZINES

Hugh Weir, *Editorial Director*

Managing Editors

Kenneth W. Hutchinson
Elsie K. Frank

Verne H. Porter

Executive Editor

Andreas Randel
Art Director

Managing Editors

Frederick J. Smith
Mary Marshall

TOWER MAGAZINES, Inc.

55 FIFTH AVENUE, NEW YORK

919 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

WHERE 75% OF BUYING IS

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What Stockholders Were Told About 1930

Some Quotations from and Comments on the Annual Reports of Thirty-six Corporations—Part II

By Andrew M. Howe

GENERAL MOTORS CORPORATION. In the April 30 issue of *PRINTERS' INK* there was reprinted a portion of the General Motors report. This is one of the most complete reports of the lot. There are a couple of interesting paragraphs on installment selling which state that the experience of 1930 demonstrates beyond any question of doubt the ability of the average individual to meet the obligations incurred. "There should no longer arise any uncertainty in the minds of even the most skeptical who will examine the facts, that granted sound policies and effective management, consumer credit has completely justified itself."

In discussing the good-will and patents item, President Alfred P. Sloan, Jr., states: "This asset, entirely intangible and unrecorded, that exists in an organization like General Motors, which conducts an annual business normally in excess of one and one-quarter billion dollars; which comprises a group of highly specialized manufacturing organizations, which employs normally more than 175,000 individuals, and which is supported by a vast dealer organization consisting of more than 26,000 individual outlets is of importance in evaluating the real worth of the institution. Stockholders depend to an important degree upon good-will to develop the earning power of the more tangible items of real estate, plant, equipment and inventory which would otherwise be inert and unproductive. The year 1930, it may be fairly stated, has added to this important asset."

* * *

Graham-Paige Motors Corporation. An insert in this report gives

Part I of this article appeared in the May 7 issue of *PRINTERS' INK*, page 44.

fifty-four reasons why Graham cars are better cars, shows a picture of one of the cars and urges stockholders to call on "your nearest Graham dealer."

* * *

Holland Furnace Company. "The year 1930 closed the second best year in the company's history, both from the standpoint of the volume of business and of net profits. The additional sales personnel added during the year has been absorbed and it is intended to continue the expansion of the sales organization in our 578 branch offices to give us for 1931 the largest sales representation in the history of the company."—C. H. Landwehr, vice-president.

* * *

International Paper and Power Company. The products of the company are used in the physical make-up of this report. Different kinds of paper have been used. Mention is made in the report of the advertising campaigns that are being conducted for some of its products. "During the latter part of 1930 Veldown Company, Inc., inaugurated an active advertising campaign through newspapers and magazines, supplemented by radio, which has resulted in increased distribution and sales of its two major products, Veldown and Kreem-off cleansing tissue."—Archibald R. Traustein, president.

* * *

International Shoe Company. "In advancing or declining markets we have never abandoned a fixed standard of uniform quality in our shoes. Because of this, merchants and consumers buy our shoes with assurance that they are honestly made and truthfully represented. *There are no short cuts to the creation and maintenance of good-will.*"—W. H. Moulton, president.

S. S. Kresge Company. "The salaried employees of the company have not been penalized, for while operating with a slightly smaller average personnel per store, wages have not been cut, although the executive staff and store managers have suffered heavily by reason of their remuneration being based on profits."—C. B. Van Dusen, *president*.

McKesson & Robbins, Inc. "Notwithstanding the general world-wide depression and decrease in sales due to curtailment of the consumer's purchasing power, your management has deemed it inadvisable to curtail its national advertising program."—F. Donald Coster, *president*.

Many of the McKesson & Robbins' products are attractively illustrated in colors. In addition, there is a complete list of the company's products. Considerable space is devoted to an explanation of the organization of McKesson & Robbins, as well as the history of the company.

McQuay-Norris Manufacturing Company. William K. Norris, president, presents, among other things, a program that was adopted by the company at the start of 1930 which it was believed "would not only produce satisfactory results for the year, but would yield greater profits in future years." This program, briefly, involved:

1. More extensive and intensive selling.
2. Improvement of present products.
3. Development of new products.
4. Improvement and development of manufacturing processes.
5. More exact inventory control.
6. Employment for greatest possible number of men.
7. Maintenance of very strong financial position.

Moto Meter Gauge & Equipment Corporation. Royce G. Martin, president, tells stockholders that the decrease in sales volume for 1930 of 56 per cent clearly reflects how dependent "your company has been on the automotive industry," and then goes on to say

that "knowing this condition, every effort has been put forth to introduce and create new products in our laboratories." Mr. Martin reports progress in this respect.

National Dairy Products Corporation. An announcement of an advertising campaign is included with the report which states: "Your corporation is national in character and national in scope. It now desires to be national in identity. The development of this identity means increased strength to each of our subsidiaries because it will develop public recognition to the importance of this organization as the world's foremost distributor of dairy products. It will emphasize also the great value of National Dairy to the economic and dietetic welfare of the nation."

Niagara Hudson Power Corporation. This report contains reproductions of some of the advertisements that have been used to advertise this company and states that: "Throughout the year, constant advertising helped to educate home owners to the use of household appliances as well as to increase the commercial and industrial use of electricity."

Noblitt-Sparks Industries, Inc. "This result was accomplished not only by the application of economies in every possible way, but by the use of funds wherever it appeared necessary to maintain and extend profitable business. An instance of this is the increase for advertising of approximately 50 per cent over 1929."—Q. G. Noblitt, *president*.

Packard Motor Car Company. "Our development and research activities have been carried on throughout the year with the vigor characteristic of more prosperous years. We did not subject this very important phase of our activities to the same degree of curtailment advisable in our other divisions."—Alvan Macauley, *president*.

Paramount Publix Corporation.

CREDIBILITY

Whatever a reader sees in the Transcript, he knows he can believe. There is never over-statement for the purpose of thrilling the reader; there are no innuendoes, no sensationalism.

It is this credibility of the Transcript which gives it such influence with its readers—which has established a reader relationship the like of which is not to be found elsewhere.

This credibility extends to the advertising columns, giving added potency to the advertisements they carry.

THE BOSTON TRANSCRIPT

HIGHEST RATIO OF BUYERS TO READERS

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

Adolph Zukor, president, explains that the name of this company has been changed from Paramount Famous Lasky Corporation to Paramount Publix Corporation in order to identify the corporation more closely with its trade-marks. He explains that the Publix Theatres' trade-mark has become the by-word for entertainment in most sections of the United States, due to its advertising.

The center spread of this report reproduces motion picture posters as used in a number of foreign countries. The heading of the spread states that: "Paramount All Talking Pictures Are Now Available in Twelve Foreign Languages."

* * *

Standard Brands, Inc. "Total advertising expense for 1930 was about \$3,000,000 in excess of the amounts spent by the merged companies in 1929. The major part of this increase was devoted to effecting a national distribution of Chase & Sanborn's Coffees and of Royal Desserts. It was not expected that profits commensurate with increased advertising and sales expense would be secured from these two products during the first year. However, the rate at which their sales have increased confirms belief of the directors and officers of your company that the expansion program undertaken is warranted." — Joseph Wilshire, president.

* * *

The Studebaker Corporation. "When the depression began to seriously affect Studebaker wage earners at South Bend, the corporation standardized its working force and has since endeavored to provide everybody with the same part-time employment. This has been insufficient in many cases and hence small loans have been made to several thousand employees for legitimate necessities, amounting in the aggregate to slightly less than \$100,000, more than one-third of which have been repaid. The corporation has made no reductions in the prevailing wage rates in its plants." — A. R. Erskine, president.

* * *

Union Carbide and Carbon Cor-

poration. "It is the fixed policy of the corporation to afford to its research activities all the financial support that can be usefully employed. This is deemed necessary to maintain a sound and healthy growth. The constant shifting in the use of commodities and the increasing inter-commodity competition require an economic alertness in the corporation which can be induced and stimulated only by well-planned and well-executed research.

"Results already obtained from the research and development effort in the central research laboratories and the several co-ordinated specialized laboratories maintained at manufacturing plants give real promise for the future through new products and processes, new uses of existing products, improved manufacturing technique and lower production costs. These efforts are co-ordinated with those of an extensive patent department which is constantly engaged in expanding and strengthening the patent position of the corporation in both domestic and foreign fields." — Jesse J. Ricks, president.

* * *

United States Steel Corporation. "With the substantial decrease in operations during the second half of the year, and inability to give full time service to all, the subsidiary companies adopted the plan of staggering such employment as was available, thus giving to nearly all who looked to the subsidiaries for their steady occupation, a ratable portion of such total employment as could be offered. This plan afforded a fair degree of occupation to virtually all of the employees in question and resulted in giving a certain measure of service to a much larger number of individuals than is indicated by above totals of full-time employees during the entire year. Thus, during the period from October, 1930, to January, 1931, the actual number of individuals given employment, both full time and part time, was 228,280, while the service of the full-time employment equivalent during the period was only 187,031, this latter figure being

4, 1931

May 14, 1931

PRINTERS' INK

97

policy to its financial emergency healthy in and the competition can only be red re-

from equipment in laboratories—ordinary main plants future procurement technology costs. All with the strength of the Ricks, and Ricks,

ation, use in half give sub-plan as early asaries, a em. This f occu empli culated ser ser of l by employees during 1930, num employ time, e of niv only eing

FAST HORSES and Fair Women!

Saturday, May 16th, the eyes of the nation will be on Louisville and the running of America's greatest turf classic . . . the 57th Kentucky Derby.

But fast horses alone have not made the reputation of Louisville. You have probably heard it referred to as the home of fast horses and beautiful women . . . Well, there are now 159,661 feminine folk in Louisville (some more beautiful than others) who, according to the reports of local retailers, are doing a good job of buying.

A great many Louisville stores are showing a marked increase in sales and profits over last year . . . and whether it is a coincidence or not, practically every one of the gaining institutions is an exclusive user of the one medium which covers the market —

THE COURIER-JOURNAL THE LOUISVILLE TIMES

◀ MEMBERS ▶

Audit Bureau of Circulations



100,000 Group of American Cities



Represented Nationally by The Beckwith Special Agency

CHANGE

IN THE past quarter century a flood of new ideas has dethroned the Old Order and established the Modern Age all along the line.

Change has been too fundamental to be "cornered." It smashed barriers, broke bounds, and poured a wave of INCREASED CIVILIZATION impartially over city, village and countryside. In the past few decades life has been remade for the millions of Americans living in rural communities. Think of the new desires, the new aspirations—the new needs, the stronger urges to better living that have been created! More than a million and a half of this responsive element in our rural population subscribe to *The Country Home* —the modern magazine of rural America

which sprang ahead to meet Change.

The Country Home was built to the needs and desires of its subscribers. Its beauty of make-up and typography reflects their appreciation of the best things of modern life. Its editorial presentation is fresh, vital, and authoritative.

Advertising results from The Country Home demonstrate the value of an editorial setting the frank aim of which is to stimulate the reader to broader thinking and fuller living.

The SEEKING MOOD is always the BUYING MOOD. The strategical moment to present a selling story to keenly alive, actively progressive rural Americans is when they are reading The Country Home.

THE

Country Home

*The Modern Magazine of Rural America
More than 1,500,000 Paid Circulation*

HIN COMPANY, NEW YORK

51 MILLIONS FOR FOOD

Oakland housewives last year spent the sum of \$51,813,450 for food consumed by Oakland families. The greater percentage of this buying was directed

ed by advertising in the OAKLAND TRIBUNE.

That is why The TRIBUNE, with a total of 940,309 lines, carried the second greatest volume of local grocery advertising in the entire nation. It was exceeded by less than 22,000 lines by only one other newspaper.

Concentrate your Pacific Coast campaign in Oakland and The TRIBUNE.

Oakland Tribune

National Advertising Representatives:
WILLIAMS, LAWRENCE & CRESMER CO.
Los Angeles San Francisco New York
Chicago Seattle

the comparable one for the period to the 211,055 above stated for the entire year."—James A. Farrell, president.

* * *

Westinghouse Electric & Manufacturing Company. "The only offset therefore to present conditions is increased economies and an increase in incoming orders. The problem of adjusting an organization of 50,000 employees to a largely reduced volume of business is a difficult one for any business, and especially so for your company with its great diversification of products and the necessary specialization in works, engineering and sales departments. The operating budgets established at the beginning of the year were based on the volume of unfilled orders on hand and the forecasts of new business obtainable. These forecasts were substantially realized up to July.

"Efforts have been made to keep the organization intact by providing work through maintaining production at normal rates where justified by assured markets in the near future; rearranging facilities where by so doing increased operating efficiencies would result, and by anticipating such repairs and renewals to equipment as could

most advantageously be made during the lull in factory operations."—A. W. Robertson, *chairman of board of directors*, and F. A. Merrick, *president*.

* * *

White Sewing Machine Corporation. "As a further step toward strengthening the earning capacity of the corporation and stabilizing its manufacturing operations, efforts are being made to secure business from financially responsible organizations for the manufacture of other lines of products, which will profitably utilize available manufacturing capacity. The securing of such business will serve a dual purpose, for not only will it yield a profit in itself, but it will also reduce the overhead expenses of our regular operations."—A. S. Rodgers, *president*.

* * *

Zonite Products Corporation. "And although these and other new economies were introduced in internal operations, the corporation did not economize in its selling and merchandising activities. It did not choose to jeopardize its future business momentum for the sake of present advantage. Advertising investment actually was increased toward the end of the period."—Ellery W. Mann, *president*.

What Groucho Says

Maybe Zee Zee Will Get Out and Hustle, Too

MY old friend at Zee Zee came in to swap gloom. Rumor is they're feeling very low in spirit. Ten o'clock a. m. Boys had cleaned up their mail and a bunch were starting out with portfolios on their daily hot-footing job. Looked like busy times. Zee Zee man stared.

"What's up, Groucho?"

"Can't tell you now, meet me at lunch," sez I, being very, very bizzy and important and steering my friend to the elevator.

At lunch. "Wat's up, Groucho? Don't tell me your shop is busy again."

"You bet it is, we've got seven new accounts in the last week."

"You're a liar, there aren't that

many new accounts in the world."

Fact is, we have got seven new accounts in the last week, from eight hundred plunks up. How far up? None of your business, but two of them will be good money within six months. What, you think we'll lose money on this business? Mebbe we will if we figure overhead as usual, but we'll lose less money doing *something* than doing nothing. Not only that, the boys have quit beefing, and, you wouldn't believe it, even Gent. Treas. says the improved morale is worth the price.

Finally, I tipped off my Zee Zee friend to what we are doing and it sounded good to him. Trouble is with agencies that it takes a near

view of the poorhouse to wake 'em up to promote themselves. Quite a strain to make us think of promoting ourselves, we're so busy promoting the other fellow. That's our business.

Gent. Treas. figures it this way. We've got big overhead anyhow. We can't reduce it below the danger point. When business is slack, it means a loss. Even small items which bring in a little money diminish that loss, even if this income is below total overhead.

Can't see it? Well, I'll put it this way. People on full salaries working with only enough jobs to use up half their time. Get that? O. K. Get 'em busy the rest of their time earning some money for the house—that income costs nothing extra. Same overhead as before. Get that? You don't? Well, I'm not sure I do—but Gent. Treas. does. He sez we're turning a theoretical loss into an actual profit.

Boss sez it's good to see action again and the boys and girls are on their tiptoes. Do you see the profit in that? You do? Well, thank goodness for that and get out of my way, I'm gonna get a new account.

What are we gonna do with this small stuff when big business comes swarming in? We'll give it a real break and we'll take care of the big business when it comes swarming in. Don't worry about that.

I wonder if Zee Zee's got as good a collection of legs as we have.

GROUCHO.

R. W. Zarker Joins MacDonald-Cook

R. W. Zarker, formerly with the merchandising division of the Procter & Gamble Company, Cincinnati, has joined the staff of the MacDonald-Cook Company, South Bend, Ind., advertising agency. He was also at one time with the Studebaker Export Corporation in both the sales and advertising divisions.

Appoints Charles Austin Bates

The Workingmen's Loan Association, Boston, specializing in personal finance, has appointed Charles Austin Bates, Inc., advertising agency of that city and New York, to direct its advertising account.

Zoning Plan for Outdoor Advertising Accepted

A plan to accomplish the regulation of outdoor advertising and other commercial uses of land along rural highways by voluntary zoning by the property owners instead of by arbitrary use of State police power was formally accepted at the second meeting of the Conference on Roadside Business and Rural Beauty at Washington, D. C. recently. The conference is composed of representatives of the Outdoor Advertising Association of America and automobile, farm and civic groups.

The plan embodies a model statute which was drawn up and presented to the conference by Herbert U. Nelson, executive secretary of the National Association of Real Estate Boards. It will be taken to the various organizations comprising the conference for official action by each and then, approval secured and time permitting, will be presented to the next meetings of the legislatures of the various States.

The plan gives leeway to outdoor advertising by citing "necessary" exceptions where boards and signs may be used in scenic areas, but makes it possible for three-fourths of the owners of roadside land to petition the proper authorities to bar commercial uses. With such a petition the majority owners of not less than a half-mile or more than ten miles of roadside land would convey their "rights to the view" to the township, county or State, and the rights of the remaining one-fourth would then be taken by condemnation proceedings. In return for giving up revenues and rentals of roadside space, this plan would have the State and local authorities recompense the land owners by "greatly enhancing" their properties through gifts of planting of trees and shrubbery for the purpose of creating a scenic highway system.

J. S. Irvine with Owens-Illinois Glass

J. S. Irvine, formerly assistant sales and advertising manager of the Spicer Manufacturing Corporation, Toledo, has joined the Owens-Illinois Glass Company, of that city. He will head a new division which will develop, manufacture and merchandise new glass products.

Appoint Boyd Agency

The Fluor Construction Company, constructor of sewers, and the George R. Murdock Company, distributor of air-conditioning equipment, humidifiers and conveying equipment, both of Los Angeles, have appointed the Boyd Company, Los Angeles advertising agency, to direct their advertising accounts.

F. L. Connor Joins Canten & Whitcraft

Francis Leigh Connor has joined Canten & Whitcraft, Marion, Ind., advertising agency, as an account executive. His headquarters will be at Indianapolis.

Is the Carriage Trade Your Audience?



Who are the Carriage Trade of business? Where do they live? What do they buy? . . . What do they read?

Retailers of the mauve decade were extremely solicitous of what they called the Carriage Trade.

Of course, that was in the old days. Times have changed, and so have customs.

Retailers of today know that pedestrian customers are just as well worth having as any. Carriages have given place to cars. Riverside Drive has given

place to the Upper East Side. Yes, times have changed and customs have changed—but customers have not. The Carriage Trade of the mauve decade are the Carriage Trade of today. If you are a manufacturer with a message for the Carriage Trade of business, you *must* reach—the Banker.

To reach the Banker, use the one publication which completely covers the Banker Market—circulation 38,000, a 20-to-1 reader preference over any similar publication, a *proven* readership of four persons per copy. Cost? \$250 per page!

AMERICAN BANKERS Association JOURNAL

22 EAST 40th STREET

NEW YORK

Edited by James E. Clark • Alden B. Baxter, Advertising Manager
Charles H. Ravell, 332 South La Salle Street, Chicago • R. J. Birch & Co.,
San Francisco and Los Angeles

Getting Grocers to Enter Co-operative Advertising Deals

TELEGRAM

Editor of PRINTERS' INK:

Would like you to send us any data or information you may have pertaining to retail grocers' attitude and reaction to localized co-operative direct advertising by manufacturer? By co-operative we mean where manufacturer and retailer share the expense of the direct advertising material.

CONDITIONS in the grocery industry are changing so rapidly that it is difficult to state dogmatically on any one day what the grocer's attitude will be the next day. However, there are certain definite factors which undoubtedly are influencing the retailer in his attitude toward co-operative advertising deals.

Most important of these factors is the vicious use being made of the advertising allowance, which in the hands of some manufacturers has become nothing more than a bribe to retail groups to carry certain merchandise. These manufacturers give liberal discounts in return for supposed services which often are not performed. They make no effort to check on the retail group to see if it does perform the services since the allowance is given solely with the idea that it is a discount.

This hypocrisy is receiving a much warranted condemnation and the average independent retailer is up in arms. The result of this is that he is becoming confused in his mind and is suspicious of any form of co-operative effort. If the manufacturer offers him a co-operative deal he immediately wonders what kind of deal the chain down the street is getting. His attitude is, "Why should I contribute my good money to advertise merchandise made by a manufacturer who probably is giving chains a big advertising allowance that enables them to sell at lower prices than I can afford to offer?"

A second factor is the average grocer's attitude toward advertising. Even today comparatively few

independents have a clear idea of what good advertising is and how it operates. True, in the past they have been badly fooled by manufacturers who talked loudly about "consumer demand," a demand that never materialized. Over and above this, however, retail grocery advertising (and this goes for most chains as well as independents) is in a primitive stage.

Certain manufacturers, however, are succeeding in getting the co-operation of retailers. Notable among these are Knox Gelatine and General Foods. In both cases the co-operation is being secured without a semblance of a "deal."

In PRINTERS' INK, April 23, 1931, there was described the method by which General Foods gets space for its products on handbills and also arranges for hundreds of Saturday demonstration sales in the course of a year. In the matter of handbills General Foods helps the dealer prepare the material, furnishes layouts and cuts, and suggests copy. It does not pay a cent, however, toward the cost of the handbills. This is particularly significant when it is considered that some independents have converted their handbills into profitable advertising media, getting manufacturers to buy space to a point where the handbill gives the dealer a net profit over and above his costs of printing.

It is safe to say that the average grocer is very suspicious of any co-operative deals with manufacturers. This does not mean that co-operative deals are not possible. To make them possible the manufacturer must build in the dealer's mind a confidence in the manufacturer's integrity and must convince the dealer that the money he spends on co-operation will be returned to him many times over in sales. Building this confidence in these days of chaotic distribution conditions is no small job.—[Ed. PRINTERS' INK.]

Joins Perfection Stove

Douglas C. Neutson, formerly dealer service manager of the Chicago branch of The Coleman Lamp and Stove Company, Wichita, Kans., has joined the Chicago office of The Perfection Stove Company, Cleveland.

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On Hair Culture

PERFECTLY attuned to reader interests, Physical Culture Magazine (through its Beauty Hygiene Department, under the direction of Dorothy Cocks) shows aspiring femininity how to be beautiful from Hair to feet.

This article "Your Hair Needs Attention," informs and directs . . . tells HOW as well as WHY. It is this "how" angle which is contributing so emphatically to the lively response among women readers.

If proven interest and definite response is the gauge with which selling possibilities are measured, Physical Culture Magazine offers to advertisers of hair preparations and beauty items a GREAT opportunity for low-cost sales.

A brief request will bring a recent issue . . . will give you the true "feel" of the one magazine devoted particularly to Health and Beauty. Address 420 Lexington Avenue, New York City.

PHYSICAL CULTURE MAGAZINE

**PETRO-NOKOL placed 61% of
their New York newspaper advertising
in the Herald Tribune**

**—and made 1930
their greatest year!**

It seems more than coincidence," says the Petroleum Heat and Power Company in a letter to the New York Herald Tribune dated April 10, 1931, "that our sales volume in the Metropolitan New York area would rise to the highest figures in our history in a year such as 1930."

For that record came, as the letter states, "simultaneously with an advertising campaign which was the culmination of three years of quite consistent effort to compel recognition of the reasons for preferring Petro-Nokol equipment."

Petro-Nokol's attitude toward the importance of the New York market is indicated by its 159% increase in space used in New York newspapers, 1930 over 1929.

And note this preference—in 1930, as in 1929, the Herald Tribune carried MORE of Petro-Nokol's advertising than did *all the other New York City newspapers together*: 61% of the total in 1930. The Petro-Nokol newspaper preference

He
NEW
Main
230 West

John
6-255

in New York City was that of the oil burner industry as a whole:

In 1929 the Herald Tribune's volume of oil burner advertising exceeded that of the *other eleven New York newspapers COMBINED*: and in 1930 the Herald Tribune led by an even greater margin.

The record of this thriving young industry offers much for ANY advertiser to consider. The domestic oil burner industry is only about ten years old. It made slow headway at first; then gathered momentum in sales and good will; placed its main advertising reliance on newspapers; and has already reached the point where more than half a million domestic oil burners are now in use.

Its market lies not only among the wealthy whose acceptance of the pioneer models paved the way for a wider scope of sales but it extends to home owners in medium priced homes as well.

The New York Herald Tribune produces greater results for this industry because it has a greater proportion of its week-day and Sunday circulation concentrated in the suburbs—New York's rich territory of homes—than any other New York newspaper. It is there that the oil burner industry finds its best market along with thousands of other advertisers who rely upon the Herald Tribune for RESULTS from its vast quantity of responsive readers.

NEW YORK Herald Tribune



NEW YORK
Main Office
330 West 41st Street

SAN FRANCISCO
Verree & Conklin
681 Market Street

CHICAGO
John B. Woodward, Inc.
360 N. Michigan Ave

DETROIT

John B. Woodward, Inc.
6-255 General Motors Bldg.

BOSTON

Carroll Judson Swan
926 Park Square Bldg.

Sell The Leader To Sell The Group!



IN every group those whose words carry conviction to others and whose judgment and opinions are respected, are leaders.

If you could sell the leaders of all groups the advertising job would be easier. You *can* do it in the boy field.

BOYS' LIFE covers the Scout field. Scouting develops leadership and Scouts are leaders.* Their influence is felt in their families, communities and decidedly among their associates. Sell them through BOYS' LIFE.

* Folder giving substantiating facts sent upon request.

HARRY THORENS, Jr., 17 years, of Troop 6, Chicago Scout Council, is typical of the boy leaders* who read Boys' Life.

BOYS' LIFE

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BOSTON

OLD SOUTH BUILDING

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO SEATTLE

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Retailers Need Help—Let the Salesman Help Them

How Much Time Can Salesmen Afford to Spend in Non-Selling Work?

By Sidney Carter

Manager, Rice Stix Merchants' Service Bureau

TEN years ago one of the most successful salesmen for a nationally prominent wholesale hardware house was asked to undertake some co-operative work in the interest of dealers at the inception of a national advertising campaign. He refused.

His refusal was accepted in view of the fact that he had been in the territory for thirty years and was one of the top-notchers on the sales force.

This man has retired, as have many of his type. In his day and time he was a highly useful functionary in distribution. There are still many who think the salesman's only job is to sell and who regard with suspicion the tendency to assign to salesmen a variety of non-selling activities.

Few will question the wisdom of having salesmen who are qualified to do so, carry useful ideas to merchants. If a salesman is governed by ordinary common sense in presenting ideas and really carries worth-while ideas to the merchant he will find a willing audience.

"When a salesman brings us useful ideas," said a merchant who owns eight stores, "he finds a cordial welcome and we wait for him." This means, of course, that he will reserve orders for the salesman who brings helpful ideas.

The hardware wholesaler referred to observes that, whereas ten years ago the leading salesmen were those who had no time for extra selling activities and secured business on the strength of their acquaintance and personality, the most successful salesmen today are those who work closely with merchants, take an active interest in their selling problems and render a truly helpful service.

This is true of salesmen in a large number of the wholesale and

manufacturing businesses serving the retailer today.

One successful salesman goes behind the counter, polishes pocket knives and straightens up showcase displays. This, in itself, is a comparatively small thing but proves the salesman's interest in the merchant's business. Many types of service to retailers cannot be reduced to formula. But a salesman, who is encouraged to work closely with the dealers, will find numerous opportunities to be useful. Activities of this kind are more profitable than standing around awkwardly waiting or playing with the office cat.

Salesman Must Be Interested in Merchant's Problems

The essential thing is that the salesman must be intently interested in the merchant, in his store, his selling problem. He must be constantly speculating on possibilities for speeding up the movement of his merchandise out of the store into the hands of consumers.

He cannot run the merchant's business but he can play a large part in the success of many merchants and if he knows anything about retailing problems the merchant will be glad to have his co-operation.

A cigar salesman hangs around cigar stores in the evenings and during rush periods steps in and helps out. Clearly it is not his business to do the retailer's selling, but he sends the orders to his house and as he derives some personal pleasure from it, the house has no room for complaint so long as the orders are forthcoming.

A hosiery salesman makes a practice of checking up on customers' hosiery stocks, arranging them, planning the proper balance in grades, colors and price lines.

He holds the business against all comers.

Many salesmen of shoes, dry goods and other commodities have for years made a practice of spending Saturdays actually selling in the stores.

A very successful merchant in a small town told me of an idea which was suggested to him by a dry goods salesman, Joe, who is fondly regarded almost as a member of the family.

The idea, one of many suggested by Joe was to trim a window with men's hats and cover the inside of the glass leaving a small opening for a "peep hole." A sign announced "For Men Only."

The merchant remarked, with a chuckle, that women would sneak down at night for a look. A great deal of interest was stimulated and hats were sold.

No serious minded merchandiser would instruct salesmen to do a thing like this uniformly and the illustration is used only because it gives an insight into the relations between salesmen and small-town merchants.

During special sales events a manufacturer of upholstery personally demonstrates and sells furniture involving the use of upholstery materials in a large department store and sells the store a big volume of his goods year in and year out.

Making Life-Long Friends

Some manufacturers' salesmen spend considerable time teaching salespeople how to demonstrate and sell their merchandise and not only build increasing volume but make life-long friends of the salespeople. They have a way of developing into buyers and sometimes become important store owners. Their co-operation is always of great value and salesmen would find it hard to discover more useful spare time employment than visiting with and instructing the retailer's sales force.

Anything that results in sales is selling whether it be patting the owner's dog on the head, trimming a window, or writing up orders for the customer to sign. Naturally,

sales managers wish to satisfy themselves that their salesmen have judgment enough to discriminate between productive non-selling activity and futile waste of time and energy.

There are so many opportunities to buy something equally as good at the same or a slightly lower price that few can rely on a program of hurrying from place to place writing orders and covering ground at a rapid pace.

Many salesmen discover opportunities for special services without having them pointed out.

A salesman selling oil and gas in a far away State was a day behind his schedule the first week out. The second week, he was two days behind. His sales manager wrote him and wired him urging him to get a move on. At the end of a month he was a week behind schedule. The sales manager sent him a hot wire which elicited this response: "Do you want me to sell your gasoline or burn it up? Letter follows." The letter explained that not one of the customers could recall the name of any of the company's previous representatives. The salesman added: "Give me time to get acquainted and build up something out here on a solid basis and I will sell gas."

He is today the biggest producer for his company in the United States.

It is hardly conceivable that he spent time with dealers in purely social visits. The most fruitful opportunities exist for salesmen who will take an intense interest in the problems of dealers rather than solely in the thought of getting orders.

It is rather difficult to school salesmen in definite methods of co-operating with merchants but it has been done by many distributors, and in a number of cases, great improvement in sales has resulted.

Manufacturers producing engineering equipment have found it profitable to school their salesmen in the technical problems of their customers. Then they are able to go into plants, interest foremen

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How 100,000 Live—

Readers of The **FORUM**, as you might expect, are possessed of a high sensibility—a lively zest for those things which lend most richly to living values.

Less than half of their incomes are devoted to the primary necessities of living: food, shelter and **42.3%**

Nearly 20% of their incomes go to the comforts and conveniences of living: the automobile; oil burners, refrigerators, other electrical contrivances; silver, linen, china, other **18.5%** furniture and furnishings

Nearly 20% go to savings, investments, insurance, medical services . . . **16.4%**

To the graces of life: travel; books, music, plays—the arts; **22.8%** to sports and hobbies . . .

An infinitely more judicious apportionment this, than the national average.

Does your product lay claim to the buying favor of people of the highest discernment and taste?

—with, moreover ample means with which to gratify their wishes?

FORUM

and Century

441 Lexington Avenue New York City

ONE OF THE BIG 4 GROUP

and superintendents and build a real foundation for sales.

The salesmen of a great producer of stock feeds are thoroughly schooled in the values of various feeds. They understand the farmer's problems and are able to render a great service to the dealer by instructing him in proper methods of selling feeds.

Manufacturers and distributors who, under present conditions, would assure themselves of the continuance of volume and the preservation of a constant flow of orders from dealers are faced with the necessity of doing some things which were not required a few years ago.

It might be observed that only in the last three or four years have merchants been really eager for co-operation of the kind now being assumed by manufacturers and wholesalers.

It is perfectly logical that the producer and the wholesaler will have a broader perspective than the individual retailer.

It becomes necessary to survey the entire process of distribution and study the movement of merchandise at every point.

The sticking point usually is found on the dealer's shelf. The full co-operation of manufacturers and wholesalers with the retailer, definite workable plans, will help keep merchandise moving and assure the good-will of merchants. It is extremely important to maintain good-will and nothing helps so much as an effective plan to move goods off dealers' shelves.

More and more salesmen must become merchandise men and take an active part in working with the dealer.

It seems that the man who gives the service is the logical man to receive the order. It is also less expensive to have the salesman do everything needed to get and hold the merchant's business.

A growing tendency toward closer co-operation may now be seen and it is likely that the continued existence of the salesman will depend on his ability to fit into the picture as a service man, a merchandiser and an active factor in the retailer's success.

One Camel Award Won by Veteran Copy Man

The only copy writer to show up in the recently announced list of Camel awards is LeRoy Fairman, alias "Colonel Bill," advertising veteran, who won one of the twenty-five \$100 prizes.

Charles Austin Bates said of him in *PRINTERS' INK* of March 16, 1916: "He could smoke more tobacco and exude more words in the same length of time than any man I ever knew." In this case, he seemingly did both, to his own profit and fame.

Mr. Fairman is now an executive with the Charles C. Green Advertising Agency, Inc.

Another \$100 prize was won by C. W. Grange, publication representative of Evanston, Ill.

Glaser Agency Adds to Staff

Walter J. Meyer, formerly advertising manager of the Tanners Shoe Manufacturing Company, Boston, and Phillips Webb Upham, formerly advertising manager of the Firestone Rubber Company, have joined the staff of Louis Glaser, Inc., Boston advertising agency. Mr. Meyer will be in charge of production and Mr. Upham will act as account executive.

J. E. Cosgriff with Bourges Service, Inc.

John E. Cosgriff, formerly art director of Hoyts Service, Inc., the Peck Advertising Agency and the Simmons-Boardman Publishing Company, all of New York, is now with Bourges Service, Inc., New York, manufacturer of artists' sheets and accessories, as demonstrator and contact man.

L. H. Wates Heads Scranton "Republican"

Colonel Laurence H. Wates is now president of the Republican Publishing Company, publisher of the Scranton, Pa., *Republican*. He succeeds his father, Colonel L. A. Wates, who has been president since 1913. Leslie B. Tyler remains as general manager.

E. W. Foraker, Publisher, New York "American"

Eugene W. Foraker, general advertising director of the Hearst Magazines, has been appointed publisher of the New York *American*. He previously had been with *Harper's Bazaar*, which he left in 1925 to assume the business management of *Cosopolitan*.

Eaton, Crane & Pike with Paul Cornell

The advertising account of the Eaton, Crane & Pike Company, Pittsfield, Mass., social and commercial stationery, is now being handled by the Paul Cornell Company, New York advertising agency.

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ST. PAUL BANKS ARE LOADED WITH MONEY

*as never before !
in their history !*

DEPOSITS in the First National Bank of St. Paul alone HAVE GAINED OVER \$14,000,000 IN THE PAST YEAR.

NEW building in St. Paul is 300% AHEAD OF LAST YEAR.

VOLUME of retail sales in St. Paul is ABOVE THAT OF A YEAR AGO.

THE St. Paul and Northwest territory is conceded to be in a better situation than any other like area in the United States. Sell this rich market through the St. Paul Dispatch-Pioneer Press. These papers are circulated in 265 Counties in Minnesota, Wisconsin, Iowa, North and South Dakota and Montana . . . and over 90% of the English-reading families in St. Paul take the Dispatch.

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

ST. PAUL DISPATCH

MEMBERS OF THE 100,000 GROUP OF AMERICAN CITIES

ST. PAUL PIONEER PRESS

EXCLUSIVE ASSOCIATED PRESS SERVICE IN ST. PAUL

Chicago Women's Club Elects New Board

Lucille B. Fisk, secretary of the American Home Magazine Publishers, Inc., was elected president of the Women's Advertising Club of Chicago at the annual election of members of the board of directors held last week. Josephine Snapp, Capper Publications, the retiring president, continues as a member of the board.

Marjorie Fletcher, Blackett-Sample-Hummert, Inc., was named first vice-president, with Ruth F. Gragg, McQuinn & Company, as second vice-president. Emily Hall, Philip Morris Advertising Service, and Imogene McCaig, Loftin Brothers & Company, are, respectively, the new recording and corresponding secretaries. Helen Somerville, Capper Publications, was elected treasurer. Anne Welsh, Luxton Company, is the new historian.

In addition to these, six newly appointed committee heads will serve as directors. They are: Georgia Rawson, State Teachers' Association Group, membership; E. Evelyn Grumbine, *Child Life*, program; Martha Delaplaine, publicity; Mary Coffey, Guenther-Bradford & Company, vocational; Anita Kepler, Citrus Products Corporation, social; and Florence Neighbors, Carroll Dean Murphy, Inc., finance.

Sales Executives Hold Spring Conference

Business conditions and trends and how to meet the unusual conditions created by the depression, radio, and ways and means of getting the most out of the advertising dollar were the principal subjects considered at the spring conference of the American Society of Sales Executives held at the Congress Lake Country Club, Congress Lake, Ohio, on May 7, 8 and 9.

"Bringing Business Back" was the subject of an address by Norval A. Hawkins, of Detroit, former sales manager of the Ford Motor Company. H. W. Hoover, president of the Hoover Company, North Canton, Ohio, was the presiding officer at the conference.

Oronoque Oil Burner to Cecil, Warwick & Cecil

The Oronoque Oil Burner Corporation, New York, has placed its advertising account with Cecil, Warwick & Cecil, Inc., New York. New marketing and advertising plans for the Oronoque Oil Burner are now being prepared.



Lucille B. Fisk

Chicago Dotted Line Club Elects E. H. Gleason

Eldon H. Gleason, business manager of *The Inland Printer*, was elected chairman of the Chicago Dotted Line Club of the Associated Business Papers, Inc., last week. He succeeds L. C. Pelott, vice-president and Western manager of the Penton Publishing Company.

William J. McDonough, *Dry Goods Economist*, was elected first vice-chairman and Kenneth H. Koach, *Furniture Record*, was named second vice-chairman. C. L. Hascins, *National Petroleum News*, is the new secretary-treasurer.

Mr. Pelott was appointed to serve on the advisory committee, along with George E. Andrews, *Power*, and R. T. Sanford, *Class & Industrial Marketing*.

The election meeting marked the last of the club's business sessions until September. A golf tournament is planned for the month of June.

New York Club Re-elects C. E. Murphy

Charles E. Murphy has been re-elected president of the Advertising Club of New York to serve for one year. Mr. Murphy, who conducts his own law practice, specializing in advertising law, was returned to office at the club's election held on Tuesday of this week.

Oliver B. Merrill, Eastern manager of *The American Boy Combined with The Youth's Companion*, was re-elected vice-president for a three-year term. John A. Wilkens, vice-president and treasurer of the Charles Francis Press, was re-elected treasurer to serve for one year.

Directors elected for three-year terms are: Grover A. Whalen, of John Wanamaker, and Frank J. Reynolds, president of Albert Frank & Company. Elected a director for a term of one year is H. B. LeQuatte, president of Churchill-Hall, Inc.

Joseph R. Bolton continues as secretary-manager of the club.

P. T. Cherington to Open Own Office as Consultant

On July 1, Paul T. Cherington, who has for a number of years been director of research of the J. Walter Thompson Company, will establish an independent office of his own at New York as a consultant in distribution.

The J. Walter Thompson Company, as one of his clients, is retaining Mr. Cherington in an advisory relation. Mr. Cherington's new office will be at Room 2316, Chanin Building.

May 14, 1931

PRINTERS' INK

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We announce to
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The Fourth Estate
the appointment of
EUGENE FORKER
formerly Advertising
Director of the
International Magazine
Company, Inc., as the
Publisher of the
New York American

W.M. RANDOLPH HEARST, JR.
President, New York American, Inc.

Sell Farm Machines To Eastern Dairymen



THE Milk Producers of the New York City Milk Shed demand Modern Farm Machinery and are able to pay for it.

The average fluid milk dairyman spends five hours a day in milking and caring for stock. Five hours chopped off each day with

Ground to plow and harrow . . . Grain to sow, cut, bind, shock and thresh . . . Corn to plant, cultivate, harvest and put into silo . . . Hay to mow, cure and store.

No wonder dairymen count their hours and demand time-saving machinery. Right now thousands of Eastern dairymen are in the market for

Tractors . . . Plows . . . Harrows . . . Corn Planters . . . Grain Drills . . . Cultivators . . . Haymaking Machinery . . . Grain Binders . . . Corn Harvesters and Ensilage Cutters.

The direct road to this rich market is via the Dairymen's League News, a medium of proved responsiveness.



DAIRYMEN'S League NEWS

NEW YORK
11 West 42nd Street
R. L. CULVER, Business Manager
Phone FEnnalyvania 6-4760

CHICAGO
10 S. La Salle Street
J. A. MEYER
Phone Franklin 1429

Business Paper Executives Meet

MEMBERS of the Associated Business Papers, Inc., at the annual spring meeting of executives held at Briarcliff Lodge, Briarcliff, N. Y., this week, discussed freely and thoroughly both the problems of business paper publishing and the activities of the association. The sessions, which were closed meetings, were attended by about fifty executives of member publications.

Warren C. Platt, president of *National Petroleum News*, Cleveland, was re-elected president of the association. James H. McGraw, Jr., of the McGraw-Hill Publishing Co., was elected vice-president. Edwin H. Ahrens, president of the Ahrens Publishing Company, New York, was again re-elected treasurer.

Edgar Kobak, of the McGraw-Hill Publishing Company, said that the present is no time to let up on aggressive sales and sales promotion work. This is a year, he advised, when good men are available for strengthening personnel, when men who may have eased up because business was easy to get, now are keen on making the most of their jobs. These men, eager to do their best, Mr. Kobak said, should be helped in every conceivable way.

Douglas Taylor, sales manager of the PRINTERS' INK Publications, talked on the subject of economies in the handling of advertising plates and materials.

John N. Nind, Jr., of the Periodical Publishing Company, stressed the need for revamping circulation policies. He was followed by W. H. Hennessey, Jr., of the United Business Publishers, Inc.

The association adopted a suggestion to revise articles 6, 7 and 10 of the Code of Practice of the association. The revision will establish the following procedure:

Any member publication reported as operating contrary to the practices set forth in the Code, shall receive from the Managing Director of the A. B. P. a notice calling his

attention to apparent infractions of the Code. In the event that there is a basis for disagreement as to such infraction of the Code, a publisher whose practice is complained of, shall appoint one member of an arbitration committee, the Managing Director of the A. B. P. shall appoint a second member, and the



Warren C. Platt

two members so appointed shall choose a third.

The report of such an arbitration committee shall be made to the executive committee of the A. B. P. and their action shall be final.

The report of the agency relations committee was presented by Colonel Willard Chevalier, of the McGraw-Hill Publishing Company. The suggestion that the membership approve formulation of an agency relations policy was adopted. The matter now goes to the executive committee.

C. J. Stark, of the Penton Publishing Company, led a discussion on plans for a Four A contract. Suggestions were made by the members so that the committee in charge might be guided in continuing its work on this matter.

An evening session was devoted to a review of the work of the association. This was summarized by Harold J. Payne, assistant managing director.

Joins Jefferies & Manz

T. Walter McGrath has joined the staff of Jefferies & Manz, Philadelphia, service printers, as advertising counselor.

Form Advertising Men's Legion Post at Detroit

Detroit advertising men eligible for membership in the American Legion have formed a new post and applied for a charter under the name of the Advertising Men's Post of Detroit. The new organization will include in one group advertisers, agency executives and publishers' representatives.

At a recent meeting of the organization the following officers were elected: Commander, L. Grant Hamilton, Austin Bement, Inc.; senior vice-commander, Harry Dole, Time, Inc.; junior vice-commander, F. Willis Munro; Hupp Motor Car Corporation; adjutant, F. B. Cortis, The Stuyvesant Publications, Inc., and finance officer, Robert E. Clayton, Advertisers, Inc. W. S. McLean, Fisher Body Corporation, D. C. Mills, International Magazine Company, and Milton P. Ghee, *McCall's Magazine*, were elected executive committeemen.

Death of O. T. Wilson

Oliver T. Wilson, chairman of the board of directors of Wilson Brothers, Chicago, died at that city last week. He was fifty-four years old.

Mr. Wilson joined Wilson Brothers, then a thirty-four-year-old company, as a young man just out of college. He gained experience in every division of the company and finally became president. Mr. Wilson held that position until last December, when he was elected chairman of the board of directors. As an executive his greatest interest lay in the merchandising end of the business and he made important contributions to the company's activities as a merchandiser in the men's wear industry.

Touzalin Agency Adds to Staff

J. R. Hunter, formerly with the Wm. H. Rankin Company, advertising agency, as a member of the copy and production staff and, before that, advertising manager of the J. W. Jenkins Sons' Music Company, Kansas City, Mo., has joined the staff of the Charles H. Touzalin Agency, Chicago.

K. S. Seibert, formerly an account executive with Heaton-Paschall, Inc., Chicago advertising agency, and prior to that conducting his own advertising business at Fort Wayne, Ind., has also joined the Touzalin agency, as an account executive.

G. F. Arata Heads Snyder & Black

George F. Arata has been elected president of Snyder & Black, Inc., New York, lithographic advertising, succeeding Walter P. Ten Eyck, who recently resigned. Mr. Ten Eyck's interest in the company has been taken over by Mr. Arata and other members of the firm.

John L. Ford, William J. LaMothe, Oscar Meyer and Fred S. Vosburgh have been elected vice-presidents. Frank H. Backs has been made treasurer and Joseph L. Viscount, secretary.

Verification Wanted on These Slogans

Telegram
Des Moines, Iowa

Editor of PRINTERS' INK:

Please wire if you have slogan registered "Styled for Smart Women Everywhere" for women's hosiery.

CONTINENTAL ADVERTISING SERVICE.

Telegram
Chicago, Ill.

Editor of PRINTERS' INK:

Please wire if slogan "There's a Capital Coffee for Every Taste and Purse" is registered or anything undesirably similar. Also "The Coffee of Plantation Freshness" and "The Coffee of New Crop Zest." If not registered please register these three slogans for Capital Grocery Company, Springfield, Ill.

REED G. LANDIS COMPANY.

Biscuit Account to Homer McKee

The Battle Creek Biscuit Company, Battle Creek, Mich., maker of Michigan Logs, Cheese Logs, wafers and health food bars, has appointed The Homer McKee Company, Inc., Indianapolis advertising agency, to direct its advertising account.

General Motors Appoints Paul W. Garrett

Paul Willard Garrett has been appointed director of public relations of the General Motors Corporation, with headquarters in New York.

For the last six years he has been financial editor of the New York *Evening Post*.

Vault Account to Henri, Hurst & McDonald

The Clark Grave Vault Company, Columbus, Ohio, manufacturer of metal vaults, has appointed Henri, Hurst & McDonald, Inc., Chicago advertising agency, to direct its advertising account. Magazines and business papers will be used.

Arthur C. Haubold Joins "The Farm Journal"

Arthur C. Haubold, owner and publisher of the *Illinois Farmer* until its recent merger with the *Prairie Farmer*, is now associated with the Western advertising office in Chicago, of *The Farm Journal*.

C. R. Beers Becomes Associate of C. J. Nuttall

C. R. Beers, formerly Eastern manager of *The Island Printer*, has become associated with C. J. Nuttall, of C. J. Nuttall Associates, publishers' representatives, New York. Joint offices have been opened at 11 West 42nd Street.

Dollars and Cents!

He who reads for dollars and cents reasons reads carefully.

All people whose incomes are great enough to make the daily news and trend of Wall Street of vital importance to them, read one or more of **THE BARRON GROUP** publications for dollars and cents reasons. They read the news columns and the advertising columns searchingly . . . because the current financial advertisements are of parallel news value.

The pages of **THE BARRON GROUP** — *The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly*, are searched for facts — not scanned for sensations.

Skillful merchandise advertising on these pages registers. And those readers who become "sold" by your advertising copy usually have the means to "buy"!

*A special rebate covering all three papers of
THE BARRON GROUP*

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

The BARRON GROUP

The Wall Street Journal

Boston News Bureau

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Retailers' Expenses

WESTMAN ADVERTISING AGENCY
MIAMI, FLA.

Editor of PRINTERS' INK:

We would appreciate some information regarding the average cost of doing business in various lines of retail business.

The particular stores I would like to get these data on are: department stores, groceries, meat shops, delicatessens, vegetables and refreshment stands.

E. T. PURCELL.

A VERY complete report on the cost of doing business in the following retail fields, grocery, shoe, department store, jewelry, drug, auto tire and accessory, specialty, hardware, men's clothing, stationers and office outfitters, building material dealers, furniture and photographic studios, has been published by the Domestic Distribution Department of the Chamber of Commerce of the United States at Washington, D. C.

The report is complete in giving the best available facts and figures on the following points: Salaries and wages, rent, advertising, depreciation, bad debts, taxes and insurance, interest, office supplies, heat, light and power, unclassified expenses, etc.

Copies may be obtained from the Domestic Distribution Department for 50 cents. The title is "Retailers' Expenses." —[Ed. PRINTERS' INK.]

Appoints Churchill-Hall

The North American Radium Corporation, New York, maker of the Radiumator, a device for impregnating drinking water with radium emanation, has appointed Churchill-Hall, Inc., advertising agency of that city, to direct its advertising account.

Ludlow Valve to Remington

The Ludlow Valve Manufacturing Company, Troy, N. Y., manufacturer of valves and hydrants, has appointed Wm. B. Remington, Inc., Springfield, Mass., advertising agency, to direct its advertising account.

New Business at Los Angeles

Jack Howe, formerly automobile editor of the Los Angeles *Examiner*, has started his own advertising business at that city with offices in the Southwestern University Building.

William J. Reilly Heads Own Business

The William J. Reilly Company has been formed with offices at 230 Park Avenue, New York, to conduct a marketing service. Dr. William J. Reilly was formerly on the research staff of the Procter & Collier Company, Cincinnati advertising agency, and more recently was director of research of the Erickson Company, now McCann-Erickson, Inc.

Cedric T. Williams, who has been associated with Dr. Reilly for the last two years, will be associated with him in the new business.

Marks-Michelson, Inc., Formed at Boston

The advertising business formerly conducted at Boston under the name of H. J. Marks-Advertising has been incorporated under the name of Marks-Michelson, Inc., with headquarters at 80 Boylston St. H. J. Marks, for ten years vice-president and treasurer of the former Glaser & Marks, Inc., Boston, is president of the new company. J. Leonard Michelson, who formerly conducted his own advertising business at Boston, is vice-president and treasurer.

McKesson & Robbins to Advertise New Cosmetic Line

A new line of popular priced cosmetics, called Fair-est, is being brought out by McKesson & Robbins. Advertising in national publications will begin in July. W. I. Tracy, Inc., New York, has been appointed to handle this advertising campaign. The Tracy agency also directs the advertising of McKesson & Robbins Lucretia Vanderbilt toiletries.

E. T. Clark with Brooke, Smith & French

Edward T. Clark, formerly with the Roche Advertising Company, Chicago, and, prior to that, advertising manager of the Greenlease Motor Car Company, Kansas City, Mo., has joined the creative staff of Brooke, Smith & French, Inc., Detroit advertising agency.

J. H. Andrus Again to Direct Whiz Sales and Advertising

J. H. Andrus, recently conducting his own service agency, has returned to the R. M. Hollingshead Company, Camden, N. J., Whiz auto products, as manager of advertising and sales promotion.

Revolite Account to J. P. Muller

The Revolite Corporation, New Brunswick, N. J., coated textiles and tapes, a subsidiary of Johnson & Johnson, has appointed J. P. Muller & Company, New York advertising agency, to direct its advertising account.

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SELLING DIRECT

by POSTAL TELEGRAPH



The new way... to move merchandise quickly

• Postal Telegrams *get in*...get attention...tell a big story in a big way in a few words. People read between the lines of a Postal Telegraph. That means they supply their own words for your sales story.

So flash a book of Postal Telegrams to your trade list today. Put all the psychological advantages of Postal Telegraph selling behind your merchandise.

If you wish, a Postal Telegraph Representative will be glad to call and take all the details off your hands. Just telephone the nearest Postal Telegraph Office, or wire collect direct to Postal Telegraph Headquarters, 67 Broad Street, New York City.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



All America
Cables

Mackay Radio

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management. Through the great International System of which Postal Telegraph is a part, it reaches Europe, Asia, The Orient over Commercial Cables, Central America, South America and the West Indies over All America Cables, and ships at sea via Mackay Radio.



Is Advertising Going Entertainment

Let's admit that there's nothing new under the sun—that advertising had already gone entertainment when Julius Caesar came, saw and conquered. That the Indian medicine fakers knew and applied the principle to a fare-thee-well. That Spotless Town, Sunny Jim and My Merrie Oldsmobile—not to mention the Old Fall River Line—were all cut from the same bolt.

Admit it all—yet today the principle represents just as much of a problem as it did thirty, fifty or three thousand years ago. More of a problem, in fact, because science, in the form of radio, talkies and soon television, has given it some fancy twists and turns.

It can't be shelved by labeling it "antique." It can't be ridiculed out of existence. It demands

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PRINTERS' INK

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a hearing in open forum and that is precisely what PRINTERS' INK has given it.

H. E. Lesan, president of the H. E. Lesan Advertising Agency, Inc., started the ball rolling with an article in the March 12, 1931, issue entitled: "Is Advertising Going 'Entertainment'?"

It's been rolling ever since, and with increasing momentum. Witness the following:

"THE CONSUMER'S REVOLT AGAINST ADVERTISING"
By SALES MANAGER.

"HOW FAR CAN COMMERCIAL SPONSORSHIP BE EXTENDED?"

By MARSH K. POWERS, President, Powers-House Company.

"TALKING ABOUT 'TALKIES'"

"BUT WHAT ABOUT SELLING? WILL IT GO 'ENTERTAINMENT,' TOO?"

By P. H. ERBES, JR.

"ENTERTAINMENT IN ADVERTISING ISN'T ANYTHING NEW"

By JOSEPH WAYER, of Hommann, Tarcher & Sheldon, Inc.

"SELLING GOES ENTERTAINMENT"

"TO ENTERTAIN OR TO SELL?"

By LEON KELLEY, Secretary, Fishler, Farnsworth & Co., Inc.

"SIX ADVERTISING 'TALKIES' GET TALKED ABOUT"

"NATIONAL ADVERTISERS, INC.—ENTERTAINMENT SPECIALISTS"

By H. S. GARDNER, President, Gardner Advertising Co.

"HOW LEHN & FINK ARE USING TALKING PICTURE 'SHORTS'"

By W. D. CANADAY, Vice-President, Lehn & Fink, Inc.

Advertising isn't a science. It may never be. But it does resemble science in at least one particular: It is always progressing.

We like to feel that by opening our columns to free discussion we are helping to keep advertising moving ahead—in the right direction.

PRINTERS' INK PUBLICATIONS

What... no appropriation? GOODBYE!!

WE'RE more interested in the size of the possibilities of an account than in the size of the appropriation.

The appropriation will take care of itself if the business can take care of itself.

There are big businesses on the way out--and little businesses on the way *in*.

Have you a good business that needs good advertising?

The Joseph Katz Company • *Advertising*

NEW YORK • 521 Fifth Avenue
BALTIMORE • 16 E. Mt. Vernon Place

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Talkative Clouds—Musical Sunsets —Conversational Moonbeams

[EDITORIAL NOTE: In the May 7 issue of *PRINTERS' INK*, the sales manager of a company that is a large advertiser presented, anonymously, his reasons for believing that a consumer's revolt against advertising is smoldering. He claimed that this revolt would be directed not against too much advertising, but against too many forms of advertising. The consumer, he said, would object to the impossibility of escaping from advertising appeals, regardless of the direction in which one turns.

The article which we reprint below is on this very point. It appeared in the May 4 issue of the *New York World-Telegram* and was written by Elsie McCormick, in her regular column entitled: "A Piece of Her Mind." It is reprinted by special permission.]

SOMETIMES I almost agree with Bertrand Russell's idea that scientific development is likely to have an adverse effect on human happiness.

What leads to this thought is the recent return of the "sky-caster." This advertising device offers the most dangerous threat in years against the little peace left in our cities. A microphone, villainously placed in the cockpit of a plane, passes the voice through an amplifier which increases its volume 100,000,000 times.

Just as if this wasn't enough, it also manages to endow the voice with a raucous, nasal quality that would be the envy of an old-fashioned flower-horned phonograph.

Once, in the dewy morning of the world, the gods used to speak from cloud-robbed mountains. I'm willing to bet, however, that the effect was not at all similar. The gods were gifted with mellow, rolling voices, and besides, according to all contemporary reports, they were usually brief in their remarks.

* * *

As one who has found a fairly quiet place in which to live and work, I view this invention with a horror that nearly raises my permanent wave.

A sedate street or a home that looks out on a cluster of ailanthus trees will no longer assure the tenant a fairly peaceful life. One

never knows when the defenseless civil population is going to be submitted to a bombardment of trade names and driven in frenzied hordes to search for sound-proof dugouts.

While I dislike to spread sable palls on the face of a cheerful afternoon, I fear that matters are going to get far worse. The day will come when not one but many planes are aloft, each trying to drown out the others in an effort to make a patented name ride over the ancient route of the Valkyries.

Dr. Christian Reisner recently complained that a sky-caster had flown over his church and practically drowned out the words from the pulpit. Eventually, however, the clergy might learn to use the device themselves.

One can picture, if one has endurance enough, just what a peaceful Sabbath will be like when various rival preachers take to the air and expound their views to people trying to get a Sunday morning sleep.

No Escape

The worst thing about the device is the impossibility of escaping it. You can always keep the ideas of a loudspeaker safely imprisoned in the polished box. You can have a certain influence on the neighbor's radio by rapping hard on the floor or, in desperate cases, flinging a deceased cat through the offender's window.

When sky-casters go abroad, however, there is nothing a person can do but bury his head under the covers and fervently converse with his Maker.

The day when a weary person could find surcease by contemplating the silent sky is just about over. We are now facing an age of talkative clouds, musical sunsets, and conversational moonbeams. The great pity of it is that the planes travel at a height of at least 2,000 feet, which makes it difficult to hit them with anything but a field piece.

Will of Colonel Robert Ewing

The will of Colonel Robert Ewing, newspaper publisher of Louisiana who died last week, leaves his estate in trust for ten years and appoints his son, John D. Ewing, as the sole trustee. The *New Orleans States*, the Shreveport, La., *Times*, the Monroe, La., *New Star* and the Monroe *Morning World*, all included in the estate, are to be operated for the full term of the trust by the trustee. After five years the heirs have the privilege by unanimous action of disposing of the *New Orleans States*. The will appoints Colonel Ewing's two sons, John D. and James L. Ewing, and his widow as joint testamentary executors and directs them to put the trust into immediate action.

The will divides Colonel Ewing's estate into seven equal parts, equal parts going to his widow and six children, James L., John D., Toulmin D., Robert and Wilson Ewing, and Esther Ewing Brown. Special bequests were made to employees, \$5,000 going to J. Walker Ross, managing editor; \$1,000 to J. C. Aby, columnist, and \$750 to James Fisher, business manager of the *New Orleans States*.

To Represent "The American Agriculturist"

The American Agriculturist, New York, has appointed N. Frederick Foote and Associates, publishers' representatives, Boston, as its New England advertising representatives.

Hicks, Clarke Merges with Littlehale-Burnham-Rossiter

Hicks, Clarke & Company, Inc., New York advertising agency, has merged with Littlehale-Burnham-Rossiter, Inc., advertising agency, also of that city. The Hicks, Clarke organization will continue to specialize in industrial advertising as a unit of the Littlehale-Burnham-Rossiter agency. H. L. Hicks, president of Hicks, Clarke & Company, has been elected an officer and director of the Littlehale-Burnham-Rossiter agency. Combined offices will be maintained at the former headquarters of Littlehale-Burnham-Rossiter, Inc.

Joins Wheeling, W. Va., Agency

J. E. Chamberlin, formerly with McClure & Wilder, Warren, Ohio, advertising agency, has joined McAdam Advertising, Inc., Wheeling, W. Va., advertising agency, as account executive and production manager.

Pine Tree Products to Hadden

The Pine Tree Products Distributors, Inc., New York, distributor for the Pine Tree Products Company, Newport, N. H., has appointed Hadden, Inc., New York advertising agency, to direct the advertising of Pine Tree soaps and toiletries.

AIM AT

Wherever English is spoken there is a market for your goods—and Punch will reach it for you. Letter after letter reaches Punch office to prove that Punch permeates throughout the civilised world, to be read everywhere from cover to cover, to be trusted everywhere like an old friend. Put this power, this prestige, behind *your* goods, *your* services. Plan now to advertise in Punch. Write to Marion Jean Lyon, Advertisement Manager, 10 Bouverie Street, London, E.C.4, England.

WITH
PUNCH



CONTACT

WITH OVER 1,000,000 PROSPECTIVE BUYERS

IN TWENTY WEEKS



Last year over sixty-five million people attended state and county fairs in the United States and Canada.

THIS segment of the buying public represents over half the population of the entire nation. We can put your product before over a million of these people at a cost of less than half a cent per person contacted.

To reach the tremendous circulation offered by the multitudes who annually visit fairs requires a highly specialized form of advertising service. The field to be covered is so vast in scope, so changing and turbulent in its make-up that the attributes and resources of at least five distinct and separate mediums of advertising must be combined to thoroughly develop the buying habits represented; buying habits which have proven

most difficult to influence through normal channels.

The World-Wide Exhibit offers manufacturers the opportunity to avail themselves of the most unusual and most comprehensive advertising service ever devised, a NEW MEDIUM, a new unit of ammunition for the gun from which publicity broadsides are delivered, the integral parts of which prove to be the penetrating pellets of many recognized methods of exploitation, transformed through the alchemy of shrewd foresight and knowledge of human nature into a steel-jacketed cartridge which cannot help but enter and win its objective.

With only a limited amount of space available prompt action is imperative. Investigate our plan —Now. Study our "circulation" proof—the rich market we reach and influence—the dealer "tie-up" possible, etc. Write, phone or wire for information!

WORLD-WIDE EXHIBITS, INC.

325 West 41st Street

New York City

Phone: MEDallion 3-3259

EGYPT'S ASSOCIATED DAILIES IN SOUTHERN ILLINOIS

State and Federal expenditures will exceed

\$2,000,000

for post offices, drainage districts, highways, Mississippi River work and Illinois-Indiana bridge over the Wabash River, besides

ANOTHER MILLION

for local sewage disposal plants, theatres, club homes, high schools, factories, office buildings and warehouses

WITH FINE CROPS AGAIN THIS YEAR

Peach and apple indications are for another million dollar crop.

Newspapers that cooperate with their advertisers are

Centralia Sentinel	
Harrisburg Register	
Mt. Carmel Republican Register	
West Frankfort American	
Murphysboro Independent	
Cairo Citizen	Du Quoin Call
Marion Republican	Benton Evening
Eldorado Journal	News
Lawrenceville Record	Carbondale Free Press
Mount Vernon Register-News	

All in Southern Illinois



WRITE SECRETARY, MARION, ILL.

Acquires "Gage's Electrical Encyclopedia"

The Bennett-Watts-Haywood Company, Chicago, has purchased from the Gage Publishing Company, Inc., "Gage's Electrical Encyclopedia," a publication which either as a section of one of Gage's other papers, *Electrical Record*, or as a separate publication, has been published for eight years. The Bennett-Watts-Haywood Company will continue the publication of the "Encyclopedia" either as a separate publication or as a section in their publication, *Electrical Dealer*.

J. B. Stewart Heads Iowa Outdoor Group

J. B. Stewart was re-elected president of the Iowa Outdoor Advertising Association at its annual meeting held at Des Moines last week. Other officers re-elected are: A. J. Busby, vice-president; Fred Trainer, secretary; Elbert Payton, treasurer, and D. Earl Combs, director for Iowa on the National Outdoor Advertising Association board. H. E. Fisk, general manager of the national organization, was the principal speaker at the session.

Appoint Ingraham, Cooley & Coffin

The Saranac Lake, N. Y., *Adirondack Daily Enterprise*, the Oneida, N. Y., *Daily Dispatch* and the Plattsburgh, N. Y., *Press* have appointed Ingraham, Cooley & Coffin, Inc., publishers' representative, as their national advertising representative.

To Represent "B'nai B'rith Magazine" in the East

The *B'nai B'rith Magazine*, Cincinnati, has appointed Rhodes-Weed-Stilwell-Leisenring, Inc., publishers' representative, New York, as its Eastern representative. This representation extends from Pittsburgh and Buffalo in the West to Boston in the East.

B. C. Drum with Gillette Publishing

Bert C. Drum, formerly assistant advertising director of the Pabst Corporation, Milwaukee, has been appointed representative in the Wisconsin territory of the Gillette Publishing Company, Chicago.

New Account to Hirshon

The Pressed Steel Products Corporation, Bridgeton, N. J., has appointed The Arthur Hirshon Company, Inc., New York advertising agency, to direct its advertising account. Magazines and newspapers will be used to feature a new low-priced, all-metal motor boat.

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Can We Eat More Wheat Products?

NEW YORK, MAY 8, 1931.

Editor of PRINTERS' INK:
According to Mr. Ray Long, it is going
to be a long time before this country
can sell any more wheat, except to our-
selves.

In the meantime we are said to have
75,000,000 bushels of it remaining from
1930 and an almost equal surplus coming
in 1931. Even if depression is cured,
the leg will still be lame.

Is it a job for advertising? We've
proved that advertising can sell a sur-
plus of oranges, lemons, raisins, prunes.
So Stalin has had to order production
reduced on these. Can advertising like-
wise get America's surplus wheat supply
consumed? If so, how?

Obviously a slogan-campaign, "Eat
More Wheat" would get us nowhere. We
lack the old war-hysteria, and we are
not supposed to have money to buy any-
thing more than is needed. Yet we can
not make this wheat into alcohol and it
doesn't make particularly good fuel.

Wheat, of course, is not a commodity.
As we in advertising know it. It is an
ingredient—of cereals, of bread, of cake,
of macaroni, of crackers, crullers, pastry.
Every concern now advertising a product
made of this ingredient is contributing
to a mighty consumer campaign already
under way, without which our surplus
would undoubtedly be ten times as
great.

Can these campaigns be speeded up,
expanded, with new effort added? It
occurred to me that PRINTERS' INK would
be the ideal agency to find out. Invite
Mr. Alex Osborn, who has been so
great a factor in the Bond Bread adver-
tising, Mr. Chester of General Foods,
who knows his cereals, Mr. Mueller of
macaroni fame, Mr. Shattuck of
Schrafft's, Mr. Bell of Pillsbury, Mr.
Fleers of National Biscuit, Mr. Woolley
of Standard Brands, and others, to say
whether and how the American public
can be taught to buy and eat the wheat
whose production the economists despair
of consuming and whose production they
now seem to find it impossible to curtail.

Let these gentlemen join with others
of us in advertising work and come for-
ward with an advertising solution of
this problem if there is any. New forms
of wheat may be needed, or new reasons
for eating, new educational ideas, new
outlets, new ways of widening distribu-
tion. Leaving patriotism out of it, can
advertising do a straight selling job
here? I have read with great delight
your insistent editorials citing such men
as Col. Procter, Mr. Eastman, the late
Dr. Dorrance, as exhibiting their faith
in the economies of advertising.

Can you not now conduct a wheat-
advertising symposium as you do on so
many other matters, from which may be
evolved advertising's greatest achieve-
ment of all?

ELMER M. HUNT.

Robert F. Sullivan, for the last two
years with *Dun's International Review*,
New York, has joined the Eastern office
at that city of *La Hacienda*.

GOOD COPY

An advertise-
ment which offers
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which is attrac-
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inviting enough
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will benefit both
public and adver-
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**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**



Most engravings are bought on blind faith in an engraver. How much better to have open-eyed knowledge working for you on your own job—to have it go through the shop with individual care guarding every step of the way.

ED. KRAMER

Consultant of The Master Color Engraving Co. of N. Y., Inc., 205 W. 19th Street, New York, Telephone, WAtkins 9-6741-42

COLOR	BENDAY	BLACK &
PROCESS	COLOR	WHITE

A

SELLING POWER

OF BILLIONS

in the Textile, Apparel and Related Industries

Fairchild Publications

Daily News Record—Women's Wear Daily—Retailing—Style Sources—Men's Wear—Fairchild's International (Paris)—MAN-and his clothes (London)—Fairchild's Directories—Fairchild's Bulletins (London-Paris).

8 E. 13th St., New York, N. Y.

This Year's Challenge to Trade Associations

(Continued from page 6) way to a larger business, a better business and satisfactory profits. There is no other answer. Either competition will fall to the level of vicious fighting and trade demoralization, or it must adopt a practical plan of co-operation. Men working together sincerely for a common end and a common purpose can so organize their energies that problems fade before them and limitations recede."

They can, but will they have the foresight and the courage to do so?

S. C. Williams Heads Reynolds Tobacco

S. Clay Williams, formerly vice-president and head of the legal department of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., has been elected president. He succeeds Bowman Gray, president for the last ten years, who becomes chairman of the board. W. N. Reynolds, formerly chairman of the board, has been made chairman of the executive committee.

P. E. Lasater, general manager of the manufacturing department, and C. W. Harris, manager of the sales department, were elected vice-presidents.

Radio School Appoints Gale & Pietsch

The Chicago Radio Institute, Chicago, has appointed Gale & Pietsch, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

Ideal Electric to Maish

The Ideal Electric & Mfg. Company, Mansfield, Ohio, electrical motors and electrical equipment, has appointed The Jay H. Maish Company, Marion, Ohio, advertising agency, to direct its advertising account.

Has Burlington Mills Account

The Burlington Mills, Burlington, N. C., and New York, manufacturers of bedspreads, draperies and novelty jacquards, have appointed The Wesley Associates, New York advertising agency, to direct their advertising account.

F. F. Tilley with Erwin, Wasey

Forrest F. Tilley has joined the art department of the Chicago office of Erwin, Wasey & Company, Inc.

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Appoint Committee Chairmen for Convention

The selection of chairmen for departmental as well as publicity and promotional committees for the annual convention of the Advertising Federation of America, to be held at New York, June 14 to 18, have been completed by Gilbert T. Hodges, president.

C. C. Younggreen, president of the Dunham, Younggreen, Lesan Company, Inc., Chicago, and immediate past president of the Federation, has been appointed chairman of the national "On-to-New York" committee. Chairmen of various group meetings will be as follows:

John Benson, president of the American Association of Advertising Agencies, vocational education; Henry Hoke, *Postage & The Mailbag*, direct mail; Jeanette Carroll, Bryant-Stratton College, Providence, Federation of Women's Advertising Clubs of the World; C. K. Woodbridge, Remington Rand, Inc., New York, international trade conference; Earle Townsend, *Home & Field*, New York, magazines; and Morley K. Dunn, New York, manufacturers merchandise advertising group; Victor F. Hayden, Agricultural Publishers Association, Chicago, agricultural publishers group; Howard W. Angus, Batten, Barton, Durstine & Osborn, New York, broadcasting group; Professor R. R. Aurner, University of Wisconsin, National Association of Teachers of Marketing and Advertising; A. R. Magee, Louisville *Courier-Journal* and *Times*, Association of Newspaper Advertising Executives; Leonard Dreyfuss, United Advertising Corporation, New York, outdoor advertising; J. S. S. Richardson, Public Utilities Advertising Association, public utilities group, and P. L. Thomson, Western Electric, New York, motion pictures and sound films.

Hold jointly with the Federation sessions will be that of the sales promotion division of the National Retail Dry Goods Association which will be headed by Kenneth Collins, vice-president of K. H. Macy & Company, New York.

Chairman of the publicity and promotional groups are as follows: Will H. Hays, New York, motion pictures; Hector Fuller, New York, press; George W. Kleiser, Jr., Los Angeles, outdoor advertising; John H. Livingston, Jr., New York, bus advertising; Ralph Trier, New York, theater programs; Ben J. Sweetland, New York, direct mail advertisers; Barron G. Collier, New York, street car and subway advertising; and William H. Seelye, New York, specialty advertising.

Death of C. H. Gere

Collins H. Gere, former editor and publisher of the Northampton, Mass., *Daily Hampshire Gazette*, died at that city last week, at the age of seventy-six. He disposed of his interest in the paper in 1929.

"Industrial Digest" Adds to Staff

Earle M. Godron and T. F. Foy have been added to the New York staff of *Industrial Digest* as Eastern representatives.

Proprietary Tested Ad Exhibit

N. Y. May 19-20

A GOOD ad is an ad that sells at a traceable profit. "Such ads can be found only by the Street & Finney system of testing," declares Mortimer Lowell, Street & Finney, Vice-Pres.



MORTIMER LOWELL

An exhibit has been prepared of Street & Finney tested ads, showing how they are selling merchandise, even in 1931, at a traceable profit and at low cost, without samples, deals or displays—often without salesmen.

To advertisers attending the Proprietary Association Convention in New York, May 19, 20, as well as to all other advertising executives, we will be more than happy to show this exhibit and explain our system of testing without coupons, samples, booklets or any such bait.

Since this exhibit is confidential, we prefer to show it by appointment. Write Street & Finney (Tested Advertising), 71 West 35th St., New York or Telephone Wisconsin 7-4700. Your call will be held in confidence so as not to disturb your present agency relationship.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: AShland 4-6500. President
and secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE, Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor

C. B. LARABEE, Associate Editor

BERNARD A. GRIMES, News Editor

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Chicago: G. A. Nichols

Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, MAY 14, 1931

The Future of Sales Mergers

The sales merger, simply described, occurs when two or more companies use the same sales force to sell their merchandise. It has, of course, many variations. One sales executive may control the merged force, or it may be headed by several executives. Basically, however, it is a merger of sales activities in order to cut down distribution costs.

J. K. Macneill, sales manager, Wachusett Shirt Company, in an article in the May PRINTERS' INK MONTHLY, describes various forms of sales mergers. He is peculiarly fitted to do so, since he has been employed in a sales executive capacity with two organizations that have used the merger idea. He points out that the sales merger reduces expenses, reduces the net cost of selling and thereby increases the net profit per sale, has

several advantages for the retailer and no disadvantages for the public. His experiences point to the possibility that the sales merger may be one of the next great developments in distribution, particularly as it has many advantages for the smaller manufacturer.

Several questions arise that should be considered carefully before this movement gains too much acceleration. Mr. Macneill, himself, warns strongly against the idea of side-line selling. The salesman working for two or more houses must give each house an equal break.

Another question is whether it is better to have salesmen selling allied lines or lines quite different in character. It seems at present that it is difficult to point out any weakness in either system. However, it does seem that better results are obtained if the salesman carries lines which are sold in the same field. Otherwise one or more of his lines is regarded by him as a side-line.

The most important question is: "How many lines can a merged sales force sell efficiently?" It is not a question that can be answered dogmatically because conditions vary so, but it does indicate one weakness inherent in the merger idea.

The corner-stone of specialty selling has been comprehended in the word, "specialty." Manufacturers' salesmen have been, on the whole, far more efficient than wholesalers' salesmen, largely because the former were specializing on a few items whereas the latter had to sell several hundred or even several thousand items. The salesman with too large a line inevitably tends to be an order-taker, and loses those qualities which make the specialty salesman such a high producer.

When, over a year ago, General Foods announced that it was changing its sales set-up and was going to have each of its salesmen represent the whole General Foods line, instead of having what amounted to three separate sales forces, management watched the experiment with interest. The company really effected a sales

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ger as an aftermath of the physical mergers which had given its size. To date the experiment has been successful and has demonstrated that a specialty salesman can carry a number of different products efficiently.

This experiment has succeeded, of course, because of strongly centralized management. Whether it would have been as successful with three separate sales managers working for three independent companies is a question that endears doubt.

The sales merger has great possibilities. Before embarking on the venture, however, management must scrutinize carefully its disadvantages and understand that it is not entirely a matter of lowering costs of distribution without any attendant penalties.

**Whip-
Cracking** Recently humane citizens of the City of New York complained because an animal trainer in a large circus showing in that city abused his lions by firing blank cartridges at them, cracking his whip and lashing them. There was considerable agitation with the result that the circus insisted that the lion-tamer reform his methods.

So far no humane individuals have come forward to complain against the executive whip-cracking that is a common phenomenon during times of depression. Just as the lion is in a cage with visible bars, the worker today is in a cage of invisible bars, the bars of fear that always surround the "man with the job."

In any period when there is an over-supply of labor, employed labor, whether it be the salesman, the vice-president, the advertising manager, the machinist or the hunk in the yards, is frightened—afraid of losing its job. Over-supply of labor is also the result of under-supply of sales, and under-supply of sales means diminished dividends. Diminished dividends, in turn, mean that the heads of companies send out the word, "Save as hard as you can—and work as hard as you can to make

more sales."

To some executives this order means that the time has come to crack the whip. The salesman comes in from the road, discouraged, only to have the whip cracked above his head. The vice-president has to endure tongue-lashings from his superiors. The hunk down in the yards becomes sullen under the taunts of his foreman.

Self-respect becomes the cheapest commodity of all. The inevitable result is lowered morale. Men, who might be spending, listen to the crack of the whip and hoard against that day when they lose their jobs. Even the hunk foregoes his evening at the movies for fear that he'll need the money to buy food when his job is gone.

There is still another phase of this subject. An advertising agency executive recently described an organization which has practically ruined itself through whip-cracking. Going into 1930 this company was a leader in its field. Sales began to slip. The sales manager got out the whip. In less than a year he had destroyed the morale of his sales force. Every salesman, fearing for his job, was pressing too hard for business, was running hither and yon, getting nowhere. Today that company has lost its position of leadership and is out of advertising. A whip-cracking policy, designed to increase sales, has interfered so seriously with sales volume that it is doubtful if the company can recover its position for many years.

A great deal of the talk about a "psychological depression" may be based on fallacy. The fact remains that recovery cannot be hastened while the public's morale is low. Nothing tends to keep that morale low like whip-cracking.

We used to believe that the type of executive known as the driver was on his way out. Today he is back in the saddle. Not until his influence becomes less, not until he ceases to use the whip and resorts to other measures of encouragement can we hope to have a raising of morale that is a necessity to business recovery.

When Is It Safe to Branch Out? "One of our great difficulties in operating our chain of retail stores," a retail mail-order official tells PRINTERS' INK, "is in the fact that they do not seem to fit in with the catalog selling scheme. We are essentially a mail-order house, and of course nothing must be permitted to detract from our individuality and effectiveness in that direction."

Exactly. We trust our mail-order friend will permit us to capitalize his discomfiture to the extent of making suggestion:

It is human nature, and sometimes good business, for an organization to want to branch out and cover as much selling territory as possible. But how far shall the branching out process be carried? If there is a stopping point, where is it?

There is one safe and sane rule that constitutes almost an infallible guide in problems of this kind.

It is this:

If any branching out is done it should be in strictly related lines. Nothing should be added that would detract from the distinctiveness and individuality of the organization, be it mail-order house, factory, store or what not.

A mail-order house operates on a very broad platform and can properly sell almost anything—by mail. But when it enters the retail store field it is taking away from the very thing that causes it to have acceptance among most of its consumers.

Retailers seeking to apply the department store principle to their establishments can go a long way toward diversifying their offerings and remain strictly within the limits of propriety if they will follow the hard-and-fast rule of not stocking anything that would tend to lessen their influence and standing as druggists, hardware men, grocers and so on.

The mail-order houses, in entering the chain business, reasoned that it made no particular difference whether the stores or the catalog produced the business, the profits if any, going into the same pocket.

But they are now finding that the competition of their stores is making their catalogs less effective, and thereby they are unintentionally striking at the very vitals of their business.

Commissioner Humphrey Explains

The Federal Trade Commission has at last "explained" its change of front with respect to Trade Practice Rules, and according to the explanation there was no alteration in its attitude toward industry involved at all. It all came about, Commissioner Humphrey declared in a speech before the National Association of Flat Rolled Steel Manufacturers at White Sulphur Springs, because a former member of the Commission had talked too much. He, it seemed, had gone about making speeches about a "new law merchant" (meaning the Commission), and representing that each industry could make rules to govern itself which would have the force of a statute after approval by the Commission. Commissioner Humphrey calls it an "utterly silly and dangerous doctrine," but says furthermore that "the majority of the Commission for some time gave encouragement to this propaganda." And as a result it was found necessary to overhaul the situation when the Commission had come to its senses.

All of which, the speaker insists, did not involve any change in the attitude of the Commission. It was all the fault of "certain lawyers" who should have known better, but who saw a chance to use the temporary aberration of the majority to their own advantage.

Well, we are enlightened, but not to any great extent reassured. We cannot see that the explanation adds greatly to the Commission's prestige, or makes it seem much more likely that its present findings will retain the stamp of permanence. The majority may be back on the reservation now, as Commissioner Humphrey implies, but what warrant is there that it can be trusted to stay there?

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Newell-Emmett Company

Incorporated

Advertising - Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

JUST LIKE "no" men in
a world of "yes", adver-
tising output should be
weighed—not counted.

Of course it's quality,
not quantity, that mat-
ters. Or as this agency's
maxim has it, "Not how
much, but how well."

"NOT HOW MUCH, BUT HOW WELL"

May 14, 1933

Advertising Club News

Dorothy Crowne Heads New York Advertising Women

Dorothy Crowne, of the John Budd Company, publishers' representative, has been elected president of the League of Advertising Women of New York. She succeeds Bernice Ormerod, of the Esmond Blanket Shop, who has been re-elected to the board.

Other officers elected by the League are: Emily Connor, Marchbanks Press, vice-president; Mae Shortle, William C. Popper Company, treasurer; Florence Wall, corresponding secretary, and Sadie Emanuel, Commerce & Finance, recording secretary.

Miss Shortle, Miss Wall and Ida Clarke were elected members of the board of directors.

The League is planning to act as a hostess club to the visiting delegates of the women's advertising clubs attending the convention of the Advertising Federation of America to be held at New York in June. Representatives of fifteen women's advertising clubs throughout the world are expected to attend and a tea and fashion show are being planned for their entertainment. Elsie E. Wilson is in charge of the convention program for the League.

* * *

Sees Public Favoring Serious Copy

The world depression has created a tendency toward serious thought upon the part of the consumer as is evidenced by the type of news, articles and stories sought by the reading public now. H. Napier Moore, editor of *MacLean's Magazine*, told members of the Advertising Club of Montreal at a recent meeting. The public is now demanding basic facts and truth similarly in advertising, he also stated, and advertising tuning in with this tendency has a greater appeal at this time.

* * *

Heads Hartford Club Committee

Eugene Fleming, of the Eugene Fleming Advertising Agency, has been appointed chairman of a committee to make arrangements for the members of the Hartford, Conn., Advertising Club attending the Advertising Federation of America convention in New York in June.



Dorothy Crowne

F. R. Otte, President, Rochester Club

Frank R. Otte, advertising manager of the Sibley, Lindsay & Curr Company, has been elected president of the Rochester, N. Y., Advertising Club. Mr. Otte, who succeeds W. R. Hill as head of the club, will take office on July 1.

Other newly elected officers of the Rochester organization are: First vice-president, David W. Duffield; second vice-president, Roy A. Duffus, and treasurer, Frank H. Fisher. The following were elected directors to serve for a term of two years: Frank P. Amsden, Fred M. Dorris and A. W. Sergeant.



F. R. Otte

San Francisco Club Holds "Achievement Week" Luncheon

A joint luncheon meeting of the San Francisco Chamber of Commerce, San Francisco Commercial Club, the Junior Chamber of Commerce and the San Francisco Advertising Club was held in celebration of "Advertising Achievement" week on Wednesday, May 6. Don E. Gilman, vice-president of the National Broadcasting Company, was the speaker of the occasion. "Danger Men at Work" was the subject of Mr. Gilman's talk. This title, he said, meant that he was asking "When are we going to clear this track of business from the boulders of depression and take down the signs and go ahead?" What the advertising man must do to clear the track, he pointed out, is to offer concrete proof of what advertising is doing and has done to increase business.

"Advertising Achievement" week was officially proclaimed in San Francisco by Mayor Rossi, who set the period between May 4 and 9 for the recognition of the achievements of advertising in the world of industry and commerce.

* * *

H. L. Towle on Chicago Outdoor Contest Jury

H. Ledyard Towle, general art director of the Campbell-Ewald Company, Detroit, has been added to the jury of awards for the second annual outdoor advertising contest and exhibit sponsored by the Chicago Advertising Council. This brings the number of jurors to seven, completing the jury. Judging will take place in the early part of September. Winners and other entries will be on exhibit in the Marshall Field Galleries from October 1 to 15.

REMOVED TO**500 FIFTH AVENUE****NEW YORK****Suites 1830-32****Tel. PEnn. 6-3943
3944****Geo. W. Roebling Advertising Companies****Controlling Car and Station Advertising****N. Y. N. H. & Hartford R. R. and Central New England Railway****and****Boston and Maine Railroad (All Divisions)****Liberal Commission Accorded Advertising Agents
Rates on Application****AGGRESSIVE AGENCIES
—Notice!**

A creative executive—who has handled several leading national accounts—has decided to seek association with an agency which is aggressively in the field for new business. He offers unusual ability to plan and execute advertising presentations and to direct accounts. He has handled some of the leading automotive accounts. His wide experience includes household and commercial refrigeration, furnaces, stoves, clothing, foods. He has been Advertising Manager for one of the largest national merchandisers and General Manager of a nationally known agency. His ideas are many and sound. He is one of the profession's most trenchant and convincing writers of copy. He is in the middle thirties. He now occupies—and until the opportunity described presents, will continue to occupy—an important and responsible position.

Address "Q," Box 40, Printers' Ink.



*Electrographic Corporation
is pleased to announce the
appointment of*

EDWIN B. LOVELAND

formerly Advertising Manager STANCO, INC.

as VICE-PRESIDENT

ELECTROGRAPHIC CORPORATION
216 EAST 45th ST., NEW YORK CITY

The Spur
Town & Country
Country Life
House & Garden
Fortune ...
The Sports
Arts & Design
Nation's Business
Vanity Fair
The American
Cosmopolitan
House Beautiful
American Girl
American Boy
Forbes (2)
Better Homes
International
Field & Stream
Popular Mechanics
Home & Family
Normal Instructor
Redbook ...
American Home
Harpers Magazine
Boys' Life
Popular Science
Christian Herald
System ...
Atlantic Monthly
Motion Pictures
Outdoor Life
The Chicago Review
Review of Books
Physical Culture
World's Work
National Geographic
Country Life
Theatre ...
Screenland
Extension ...
True Detective
Hunting & Fishing
Forum ...
Sunset ...
Motion Pictures
Golden Book
Scribner's Magazine
April, issue
Nature Magazine
True Confession
Elks Magazine
Open Road
True Experience

MAY MAGAZINES

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES**
(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	145	96,818
Town & Country (2 issues).....	117	78,609
Country Life	111	74,801
House & Garden.....	105	66,597
Fortune	85	53,404
The Sportsman	69	43,919
Arts & Decoration	62	41,370
Nation's Business	90	38,524
Vanity Fair	61	38,336
The American Magazine..	86	36,749
Cosmopolitan	85	36,500
House Beautiful	57	36,131
American Golfer	56	35,118
American Home	45	28,538
Forbes (2 Apr. issues)....	61	26,298
Better Homes & Gardens..	58	26,119
International Studio	37	24,815
Field & Stream.....	55	23,679
Popular Mechanics	101	22,568
Home & Field	32	20,257
Normal Instructor	29	19,543
Redbook	46	19,523
American Boy	28	18,870
Harpers Magazine	76	16,940
Boys' Life	25	16,830
Popular Science Monthly..	39	16,753
Christian Herald	24	16,587
System	38	16,231
Atlantic Monthly	71	15,865
Motion Picture	37	15,669
Outdoor Life & Recreation	35	15,192
The Chicagoan (2 Apr. is.)	35	15,019
Review of Reviews	34	14,407
Physical Culture	34	14,372
World's Work	33	14,038
National Sportsman	32	13,846
Country Club Magazine ..	22	13,816
Theatre	19	12,166
Screenland	28	11,891
Extension Magazine	17	11,646
True Detective Mysteries..	27	11,561
Hunting & Fishing.....	26	11,024
Forum	26	10,973
Sunset	24	10,438
Motion Picture Classic....	24	10,304
Golden Book	23	10,017
Scribner's	43	9,655
Magazine of Wall Street (2 Apr. issues)	22	9,438
Nature Magazine	20	8,476
True Confessions	19	8,114
Elks Magazine	18	8,108
Open Road for Boys.....	19	8,062
True Experiences	17	7,419

I Can Definitely Increase Your Business

LINE: Non-technical high-type
Products, well-known trade-mark
preferred.

VIA: Constructive, Original Sales
Promotion and Sales Development.

MODUS OPERANDI:

- a. **Routine:** Preparing layouts,
Conducting rapid-fire Correspondence, ordering and proofreading Printed Matter, Research Work, Etc.
- b. **Creative:** Sales inspiring letters—in several languages, if necessary. Personal Contact with the Trade and Sales Force, creating enthusiasm and *esprit de corps* all around; genuine ability for digging up new Business; Quality Control and Cross and Ensemble Selling—where applicable.—*D&P Magazine*, November, 1930; Page 6.

COMPENSATION: Will start with \$4,000 PLUS other inducements.

PERSONAL: 38; Protestant; Single; College man; successful experience; amply vouched for; Commissioned Officer in A.E.F. during war.

LOCATION: New York City preferred—not absolutely essential.

AVAILABLE: Right away.
"Y," Box 47, Printers' Ink

WANTED

A DIRECT MAIL ADVERTISING SALESMAN

A man who can interview a prospect—plan the parts of a campaign—Instruct the art department as to layouts and visuals—then SELL the campaign. A man with agency experience and copy-writing ability preferred. There is a place for such a man in a long-established direct mail printing organization in the East. Give details of past experience, references and salary desired. Replies treated in strict confidence.

BOX 951 PRINTERS' INK

A MAN hard to find

HERE is a man who combines sales personality with a fine background of advertising, sales promotion and sales experience.

In the past five years he has sold, done market research, made field surveys, prepared direct advertising material, and worked on advertising production. He has been with two of the country's leading advertising agencies.

He is ideally equipped to be an assistant to an agency account representative; or to do advertising and sales promotional work for a manufacturer who needs a man with practical selling experience to get the most out of his appropriation.

A college graduate, married, age 28, he can furnish excellent references to interested persons. Address "X," Box 46, Printers' Ink.

Sales Promotion WANTED: A MAN

who can contact dealers, sell our advertising to them, persuade them to cooperate, who can lay out campaigns for dealers and see that they are followed through.

This man must be a splendid salesman and must know advertising. He will be called on to make his own decisions but will be backed to the limit.

It's a hard job with a great deal of traveling, but a splendid future for the man who can handle it.

Home office, New York—Salary \$5500—\$6500. Please write very briefly—age, experience, salary. Address "T," Box 42, Printers' Ink.

	Pages	Lines
Dream World	17	7,264
Psychology	17	7,236
American Legion Monthly	17	7,109
The Scholastic (2 Apr. is.)	17	7,096
Science & Invention	16	7,074
Radio News	16	6,924
St. Nicholas	15	6,500
Film Fun	14	6,006
Screen Book	14	5,803
Picture Play	13	5,617
Young Men	13	5,366
Screen Romances	12	5,291
Rotarian	12	5,222
American Forests	11	4,788
Scientific American	10	4,256
Model Airplane News and Junior Mechanics	10	4,099
National Republic	9	3,915
American Mercury	17	3,735
Street & Smith's Big Seven Group	16	3,584
Asia	8	3,508
Current History	13	2,935
Munsey Combination	13	2,912
Blue Book	6	2,431
Newsstand Group	9	2,068
Street & Smith Combination	8	1,689
Bookman	4	896

WOMEN'S MAGAZINES

Vogue (2 issues)	159	100,069
Ladies' Home Journal	123	83,619
Good Housekeeping	171	73,249
Harper's Bazaar	105	70,374
Woman's Home Companion	83	56,246
McCall's	78	53,038
Delineator	60	41,074
Pictorial Review	60	40,978
True Story	95	40,555
Photoplay	58	24,945
Holland's	32	24,308
Household Magazine	24	16,199
The Parents' Magazine	37	16,062
Farmer's Wife	21	14,184
Junior League Magazine	34	14,094
Woman's World	19	13,258
True Romances	25	10,848
People's Popular Monthly	11	7,598
Child Life	18	7,589
American Girl	17	7,240
Junior Home Magazine	11	7,153
Needlecraft	8	5,104
Messenger of Sacred Heart	11	2,408
John Martin's Book	5	2,114

CANADIAN MAGAZINES

(April Issues)

MacLean's (2 issues)	93	65,339
Mayfair	68	43,202
Canadian Home Journal	61	42,756
Can. Homes & Gardens	62	38,917

Lines

7,264

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*Announcing
the appointment of*

**HARLAND J.
W R I G H T**

*Formerly
General Manager Dry Goods Economist;
Publisher National Dry Goods Reporter*

*Vice-President and
Business Manager*
**The
Merchandise
Manager**

205 East 42nd St., New York

May 14, 1931

May 14, 1931

	Pages	Lines		Pages	Lines
The Chatelaine	44	31,101	Judge	7	3,090
Western Home Monthly..	44	31,089	Life	6	2,637
Rod & Gun in Canada....	21	9,058	The Nation	6	2,300
APRIL WEEKLIES			Outlook	4	1,545
April 1-7	Pages	Lines	New Republic	3	1,414
Saturday Evening Post..	92	62,838	Churchman	3	1,178
American Weekly	14	26,664	April 28-30	Pages	Lines
New Yorker	56	24,210	Business Week	16	6,742
Collier's	33	22,665	The Nation	6	2,500
Time	40	17,317	Outlook	4	1,661
Literary Digest	30	13,605	New Republic	3	1,478
Liberty	20	8,547	Totals for April	Pages	Lines
Business Week	17	7,206	Saturday Evening Post..	374	254,584
Judge	9	3,647	New Yorker	245	105,315
Life	8	3,299	Collier's	148	101,232
Churchman	6	2,531	American Weekly	53	101,070
The Nation	5	2,000	Time	191	82,236
Outlook	3	1,263	Literary Digest	104	46,818
New Republic	3	1,152	Business Week	94	40,345
April 7-13	Pages	Lines	Liberty	80	34,074
Saturday Evening Post..	96	65,032	Life	36	15,549
New Yorker	70	30,128	The Nation	35	14,000
American Weekly	14	27,220	Judge	32	13,564
Collier's	37	25,475	Outlook	21	8,981
Time	55	23,689	New Republic	19	8,494
Literary Digest	23	10,272	Churchman	18	7,510
Liberty	21	9,009			
Business Week	20	8,723			
Life	15	6,423			
Judge	8	3,568			
Churchman	5	2,096			
The Nation	5	2,000			
Outlook	4	1,836			
New Republic	2	943			
April 14-20	Pages	Lines			
Saturday Evening Post..	84	57,195			
New Yorker	60	25,771			
American Weekly	13	25,060			
Collier's	32	22,049			
Time	47	20,082			
Literary Digest	25	11,201			
Business Week	19	8,236			
Liberty	19	8,151			
The Nation	13	5,200			
(Book Section Included)					
New Republic	8	3,507			
(Book Section Included)					
Judge	8	3,259			
Life	7	3,190			
Outlook	6	2,676			
Churchman	4	1,705			
April 21-27	Pages	Lines			
Saturday Evening Post..	102	69,519			
Collier's	46	31,043			
New Yorker	59	25,206			
American Weekly	12	22,126			
Time	49	21,148			
Literary Digest	26	11,740			
Business Week	22	9,438			
Liberty	20	8,367			

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

1. Vogue (2 issues).....159 100,069
2. The Spur (2 issues).....145 96,818
3. Ladies' Home Journal.123 83,619
4. Town & Country (2 is.)117 78,609
5. Country Life111 74,801
6. Good Housekeeping.....171 73,249
7. Harper's Bazaar105 70,374
8. House & Garden.....105 66,597
9. MacLean's (2 Apr. is.) 93 65,339
10. Woman's Home Comp. 83 56,246
11. Fortune85 53,404
12. McCall's78 53,008
13. The Sportsman69 43,919
14. Mayfair (Apr.).....68 43,202
15. Can. Ho. Jour. (Apr.) 61 42,756
16. Arts & Decoration... 62 41,370
17. Delineator60 41,074
18. Pictorial Review60 40,978
19. True Story95 40,555
20. Can. Ho. & Gar. (Apr.) 62 38,917
21. Nation's Business ... 90 38,524
22. Vanity Fair61 38,336
23. The American Magazine 86 36,749
24. Cosmopolitan85 36,500
25. House Beautiful 57 36,131

In the summary of magazine advertising which appeared in the April 9th issue, the lineage for Town & Country was given as 82,482. The correct lineage for April, 1931, is 86,827.

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40,555
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38,524
38,336
36,749
36,500
36,131

advertis
April 9th
Country
lineage

"We Have Done \$7,000,000 Worth of Business with That Concern!"

.... remarked the head of a large industrial corporation (a Review of Reviews advertiser) when he was shown a letter to the Review of Reviews from the president of a well-known utility company. In part, the letter stated:

"I congratulate you on your clear-sighted and forceful articles. It is refreshing to find a leading magazine which presents facts in an interesting but unsensational manner and emphasizes fundamentally correct principles in its editorials.

"As an evidence of my interest and appreciation, I am enclosing herewith check for \$30.00 and a list of addresses to which you may send your magazine for one year."

He also asked for a hundred subscription blanks to distribute among his friends, a number of whom have since become Review of Reviews subscribers.



Review of Reviews' subscription list includes many men who are outstanding in the realms of industry, commerce and business. Its editorial influence is tremendous among the people who largely control the economic and political destinies of the country. Review of Reviews readers demand accurate interpretation of the significant affairs of the day. They offer a particularly valuable market to advertisers of products featuring quality.

REVIEW OF REVIEWS

For forty years—Pre-eminent in moulding Public Opinion and Interpreting Public Affairs

55 FIFTH AVENUE

NEW YORK CITY

One of the Big Four Group

FOUR-YEAR RECORD OF MAY ADVERTISING

	1931	1930	1929	1928	Total
	Lines	Lines	Lines	Lines	Lines
Town & Country (2 issues)	78,609	120,573	122,657	114,283	436,12
House & Garden	66,597	91,807	124,067	120,618	403,00
Country Life	74,801	103,881	111,501	99,306	389,48
MacLean's (2 Apr. issues)	65,339	76,250	61,896	63,976	267,46
House Beautiful	36,131	64,848	75,331	66,471	242,78
Vanity Fair	38,336	58,278	71,433	66,083	234,18
Arts & Decoration	41,370	63,420	63,840	62,622	231,28
Nation's Business	38,524	58,421	59,238	45,488	201,67
American Home	28,538	57,607	63,419	38,197	187,70
The American Magazine	36,749	43,485	40,082	44,198	164,51
Cosmopolitan	36,500	46,527	41,989	38,004	163,03
Forbes (2 Apr. issues)	*26,298	*41,862	48,956	42,221	159,35
Better Homes & Gardens	26,119	30,322	37,139	32,141	125,77
Popular Mechanics	22,568	29,400	35,560	33,152	120,60
Field & Stream	23,679	32,498	29,744	30,745	116,66
International Studio	24,815	40,547	26,789	18,026	110,17
World's Work	†14,038	†27,818	†37,612	21,609	101,67
Popular Science Monthly	16,753	27,640	29,484	26,035	99,91
Redbook	19,523	23,811	27,011	28,594	98,99
Review of Reviews	†14,407	†25,048	†37,051	20,542	97,00
American Boy	18,870	26,378	28,050	20,836	94,13
Harpers Magazine	16,940	22,764	23,604	25,396	88,70
Christian Herald	16,587	\$21,582	\$24,961	\$18,834	81,96
Atlantic Monthly	15,865	18,855	19,855	23,085	77,68
Outdoor Life & Recreation	15,192	20,721	19,425	21,032	76,37
Boys' Life	16,830	18,265	22,664	16,516	74,27
Motion Picture	15,669	18,880	18,454	17,904	70,90
Physical Culture	14,372	15,459	19,083	20,160	69,05
Theatre	12,166	16,195	20,324	20,066	68,73
National Sportsman	13,846	18,429	17,482	17,141	66,89
True Detective Mysteries	11,561	16,132	14,495	19,475	61,66
Forum	†10,973	†17,603	†19,268	7,790	55,63
Scribner's	9,655	13,506	15,726	15,940	54,80
Sunset	10,438	11,826	9,952	12,765	44,98
Science & Invention	7,074	12,439	11,877	12,600	43,99
American Mercury	3,735	6,504	9,427	9,556	29,22
Scientific American	*4,256	6,635	7,995	9,211	28,00
Extension Magazine	11,646	3,747	4,806	4,615	24,81
St. Nicholas	6,500	4,719	4,397	5,362	20,91
Munsey Combination	2,912	3,248	4,480	4,001	14,64
Totals	964,781	1,357,930	1,461,124	1,314,596	5,098,67

*Smaller Page Size.

†Larger Page Size.

‡Four April Issues.

WOMEN'S MAGAZINES

Vogue (2 issues)	100,069	123,606	149,157	155,351	528,10
Ladies' Home Journal	83,619	103,454	106,021	98,318	391,41
Good Housekeeping	73,249	82,917	88,474	91,647	336,20
Harper's Bazaar	70,374	91,121	90,144	81,424	333,01
Woman's Home Companion	56,246	69,141	62,031	64,293	251,71
McCall's	53,005	66,462	57,578	53,178	230,20
Delineator	41,074	50,894	41,695	50,648	184,31
Pictorial Review	40,978	45,643	37,072	43,483	167,17
True Story	40,555	38,318	33,111	29,195	141,17
Photoplay	24,945	28,114	26,114	23,428	102,60
The Parents' Magazine	16,062	14,377	17,701	13,624	61,76
True Romances	10,848	12,840	15,434	19,053	58,15
Household Magazine	*16,199	*12,952	16,041	11,302	56,49
Woman's World	13,258	13,488	13,888	15,490	56,12
People's Popular Monthly	7,598	6,905	10,223	12,535	37,26
Needlecraft	5,104	7,592	8,920	10,030	31,64
American Girl	7,240	9,238	7,784	6,810	31,07
Totals	660,426	777,062	781,388	779,809	2,998,68

*Smaller Page Size.

Saturday Evening Post	254,584	349,836	353,140	J52,008	1,309,50
New Yorker	105,315	117,419	121,828	112,423	456,98
American Weekly	101,070	97,903	90,310	\$96,293	385,57
Collier's	101,232	110,697	82,334	64,127	358,30
Time	82,236	96,175	\$82,308	\$46,438	307,15
Literary Digest	46,818	67,116	85,380	73,511	272,82
Liberty	*34,074	*46,352	*43,617	106,128	230,17
Life	15,549	22,033	28,739	27,860	94,18
Outlook	\$8,981	\$12,240	11,610	15,149	47,98
Totals	749,859	919,771	899,266	893,937	3,462,83

*Smaller Page Size.

*Smaller Page Size.					
*Five Issues.					

Grand Totals 2,375,066 3,054,763 3,141,778 2,988,342 11,559,90

NG

8	Total
9	Lines
33	436,12
8	403,00
16	389,40
76	267,46
71	242,78
13	234,19
22	231,29
8	201,67
7	187,70
8	164,31
14	163,01
1	159,31
2	125,71
2	120,61
5	116,66
6	110,17
9	101,01
59	99,91
4	98,92
2	97,00
6	94,13
4	88,76
4	81,96
5	77,66
2	76,31
5	74,21
1	70,90
6	69,07
5	68,75
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31,64
31,07
2,998,60

1,309,56
456,98
385,57
358,19
307,15
272,83
230,17
94,38
47,98
3,462,83
1,559,90

The largest gain in actual lineage of all magazines in women's group for the first five months in 1931 as compared with the first five months in 1930.

Only magazine in women's group which has shown a gain for every month this year over corresponding month of last year.

A gain of over 48% in display advertising revenue in first five months of 1931.

Fourth largest gain in actual lineage for first five months of 1931 of all monthly magazines.

These gains are recognition that mothers of growing children offer the Market of Greatest Buying Expectancy.

The Parents' Magazine is read solely by mothers of growing children.

The Parents' Magazine

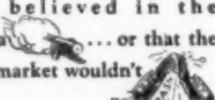
Earle R. MacAusland, Advertising Director

255 Fourth Avenue, New York

The Little Schoolmaster's Classroom

MAX SKEER is a well-known real estate operator in the Middle West. He has been advocating for the last year and a half that landlords renew leases on a lower rental basis. Because of this and the fact that he has not been optimistic about property returning to its former level within the next few years, Max Skeer has come to be called a pessimist. The newspaper advertisement reproduced below, which appeared in a Kansas City newspaper, is Mr. Skeer's answer to his critics, and a very good answer it is, the Schoolmaster believes.

AN Optimist one who believed in the Florida or that the stock market wouldn't



Pessimist one who doesn't do or believe in anything



Sound somewhere between a  and an  is a sound, sane course.

The judgment of this office has been sound for many years

MAX SKEER
"Business Property Specialist"
Since 1909

Phone: Vister 3402

BONFILS BUILDING
KANSAS CITY, MISSOURI

The Schoolmaster notices that in all the conversations—printed and oral—concerning private brands, definitions of that term have been just about as rare as crowned heads in Europe. The following

situation is probably the explanation:

The chassis used in radio sets bearing the names R. C. A., Graybar, General Electric and Westinghouse, are all essentially the same. The only important difference in all four sets is the cabinet in which they are housed. Neither Graybar, General Electric nor Westinghouse makes the radios—R. C. A. does that for them.

To all intents and purposes, then, the Graybar, the General Electric and the Westinghouse are private brand radio sets. All that these three organizations do is to provide a different cabinet and stick their labels on the sets. That's no different from a grocery wholesaler getting a packer to put up for him, in a special container and with a special label, the packer's regular line of sardines.

With complications of this sort staring him in the face, is there a Class member so bold as to attempt a definition of private brands?

* * *

A Class member in Pomona, Calif.—E. R. Geddes, advertising manager of The Southern Service Company, Ltd.—comments on the article, "But What About Selling? Will It Go 'Entertainment,' Too?" which appeared in the April 16 issue of PRINTERS' INK.

Mr. Geddes points out that "Little Buttercup" in the operetta "Pinafore" did a good sales job when she combined entertainment with selling. After citing this incident, Mr. Geddes asked the Schoolmaster for earlier examples of sales gone "entertainment."

There is one example that dates back to about 125 A. D. The Schoolmaster quotes from "The History of Advertising" by Henry Sampson, which was published in London in 1875.

A common mode of advertising, about the same time, was by means of the public crier. In comparatively modern times our town-criers have

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have**This Book Is Free!**
Write for your copy today.

The A.W.A. Can Be Your Branch House in 189 Cities

WOULD YOU like to increase your sales, improve service to your customers and at the same time cut your distribution costs? Read what G. W. Horstmann, of the Colgate-Palmolive-Peet Company, says about public warehouses in distribution:

"We have been using public warehouses for a great many years in the distribution of our products. The service available through these institutions, organized on the proper basis, would be very difficult to duplicate where goods are distributed in a national way. Except in the larger cities, the volume as a rule does not justify the development of a separate organization by a Corporation to handle the service; and there is no other way I know of that this work could be carried on as economically or as efficiently as through public warehouses.

"We have also effected economies by shipping cars into these loca-



tions and distributing in smaller lots. To any firm whose sales policy requires service with the utmost of economy, I could not think of any better place through which to operate than the up-to-date, efficiently-operated, commercial warehouses.

"This method is flexible, serving in large or small quantities with equal efficiency and economy."

A full description of the AWA Plan of Distribution (as used by Colgate-Palmolive-Peet and other famous national concerns) is given in our 32-page booklet, sent free on request. Write today for your copy.



AMERICAN WAREHOUSEMEN'S ASSOCIATION
1896 Adams-Franklin Building

Chicago, Illinois

May 14, 1931

May 14, 1931

been proverbial for murdering the King's English, or, at all events, of robbing it of all elocutionary beauties. Not so among the Greeks, who were so nice in point of oratorical power, and so offended by a vicious pronunciation, that they would not suffer even the public crier to proclaim their laws unless he was accompanied by a musician, who, in case of an inexact tone, might be ready to give him the proper pitch and expression. But this would hardly be the case when the public crier was employed by private individuals. In Apuleius' "Golden Ass" we are brought face to face with one of these characters, a cunning rogue, full of low humor, who appears to have combined the duties of crier and auctioneer. Thus, when the slave and the ass are led out for sale, the crier proclaims the price of each with a loud voice, joking at the same time to the best of his abilities, in order to keep the audience in good humor. This latter idea has not been lost sight of in more modern days. "The crier, bawling till his throat was almost split, cracked all sorts of ridiculous jokes upon me (the ass). 'What is the use,' said he, 'of offering for sale this old screw of a jackass, with his foundered hoofs, his ugly color, his sluggishness in everything but vice, and a hide that is nothing but a ready-made sieve?' Let us even make a present of him, if we can find any one who will not be loath to throw away hay on the brute.' In this way the crier kept the bystanders in roars of laughter."

* * *

The Schoolmaster has always disliked long-necked or pompous words. The Class will remember the stork who invited the fox to supper and served bean soup in a long-necked vase. It was easy for the stork with his long neck to drink the soup, but the fox with his short muzzle couldn't get at it at all. The trick made him mad and he bit the stork's head off.

It is never good business for the maker of things to invite the buyers of things to a feast of buying, and then serve it with such long-necked jargon that the average buyer can't get it at all.

These thoughts arise after reading a recent copy of "The Wedge," issued by Batten, Barton, Durstine & Osborn. It points out that the rude, vulgar, old-fashioned Anglo-Saxon words had to answer for the masses and stayed in use, but people with any pretense to culture fixed up a lot of words with fancy Latin fronts, Greek centers and a dash of Turkish in the rear.

The Schoolmaster likes this. The writer is talking about "built up words which don't as a rule mean anything in particular." Then right away he jumps on himself. "Take that last word 'particular,'" he says. "That's one of them. It is an adjective or noun and can be made into a verb or adverb. The dictionary gives it something like fifty different meanings. So it really doesn't mean a thing. It is little more than a sound. It started two or three thousand years ago, in some wild Latin tribe as 'par.' The Roman intelligentsia dressed it up into 'particula.' Then the French made it 'particulier.' The word has been rolling around for so long that it's all moss and no stone."

This plea for short, simple words meets with the Schoolmaster's full approval. Pompous words bore the reader and rob him of his mental balance.

* * *

The Schoolmaster has heard frequently about the holes in the other fellow's arguments but it has remained for the Clinton Carpet Company to give these holes a corporeal actuality. Since, as the schoolboy said, a hole is nothing with something around it, perhaps corporeal inactuality would be a better term.

A recent Clinton broadside for Ozite has on its mailing surface the exhortation, "Beware of these holes!" and punched through the surface itself are two holes about a half-inch in diameter. On opening the piece the reader finds a further message on the second fold, "What is the truth about carpet cushions? If you have heard contradictory claims regarding carpet cushions that are 'just as good' it will pay you to consider the holes in such misleading statements!" This message is perforated by three holes.

On opening the broadside to its inside fold the reader finds a question and answer list, but instead of being labeled "Question 1" the first question is called "Hole 1" and alongside the numeral is a real hole, punched through the

Tell Them Now!

IT is hard to break in on as carefully as every man list that's all made up. on the payroll.

This fall's advertising campaigns are going to be considered early this summer! Now is the time for every publisher who wants his story known to the list builders to tell it and keep telling it. It is a time to strengthen the sales force, not weaken it.

This summer is the time when media will be judged

New yardsticks of judgment are being used by agency space buyers and advertisers. The summer months are the time when next fall's mediums are being selected.

Tell your story during May, June, July and August to get on the final lists of September and October!

PRINTERS' INK PUBLICATIONS

get the death it is the caption: "How Lydia foreshadowed the Lucky Strike advertising campaign of 1930." The Schoolmaster question, due to the question whether the sweets-vegetable of the Logan was in the 1891 advertisement, is present.

It must be the "coming events" to which the writer refers. This is looked to create

This saying, of course, was first used by Thomas Campbell in his poem "Lochiel's Warning" at about the time Lydia Pinkham was born.

The "reach for a vegetable" line seems confusing at least.

Ernest Elmo Calkins, who has also been reading this book, sends along a bit of reminiscence which it has aroused. "Publication of a life

of Lydia E. Pinkham," writes Mr. Calkins, "reminds this veteran copy

writer that one of his first regular jobs was preparing copy for the Vegetable Compound. This was

as like it in the Charles Austin Bates days when advertising agents were not

any sub-particular and all was grist that 1000 che

er, the highest account of the Bates agency was

what happened to the Embalmers Supply Company, one of whose products was Esco

Embalming Fluid, for which I

wrote many advertisements. Charles Austin wrote for himself one of

those characteristic advertisements with which he delighted the business world, in which he pointed out that whereas Lydia Pinkham's

At the compound was recommended for different expectant mothers and the use of a vegetable

and thus the scope of his copy writing now began before birth and extended until after death."

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P. I.

BOOKLETS On Enameled Paper

	1 M.	5 M.	10 M.
Printed in Black Ink	\$9.00	\$32.00	\$35.00
Page Folder 5x7.....	16.00	56.00	60.00
" 6x8.....	20.00	44.00	75.00
" Booklet 6x8.....	35.00	80.00	125.00
" 5x7.....	28.00	70.00	110.00
" 4x8.....	36.00	92.00	157.00
" 6x8.....	73.00	164.00	275.00

Write for prices on other printing
use Publishing Co., Denton, Md.



Send for a SURVEY on the
line or lines of merchandise
in which you are interested

HONOLULU STAR-BULLETIN
HONOLULU, HAWAII

Can You Use Free Lance Advertising Copy or a Part Time Advertising Manager ?

Consultation, plans, copy, dealer material, direct mail, by a former agency executive rated "top notch" by experts everywhere. Write to him in confidence now, TODAY, before you put this book aside. Address "R," Box 41, Printers' Ink.

CAN YOU SELL AGENCY SERVICE?

If we can find the right man to represent this recognized service agency in the Eastern territory we are prepared to offer him a most attractive opportunity both to make money and become an important principal in this business. He will be given valuable leads and liberal sales helps. We are especially interested in a man successfully doing business now, who seeks a larger field of activity and a chance to become basically interested in what he builds.

Address "U," Box 43
Printers' Ink

TORONTO
HAMILTON
HALIFAX
MONTREAL
LONDON, Eng.

GIBBONS KNOWS CANADA

J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

WINNIPEG
REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

ARE YOU SATISFACTORILY REPRESENTED IN CHICAGO? Well-known Chicago representative in position to give aggressive representation. Established office, 3 men. Seek growing publication. Box 774, Printers' Ink, Chicago Office.

Something to Sell in New England! Couple of live Yankees, with Boston headquarters, looking for good direct or resale article. Repeat proposition preferred. E. S. Macgregor, 45 Milk St., Boston, Mass.

TRADE PAPERS WANTED

One or two established Trade Papers wanted by responsible publishing house. Please give full particulars in first letter. Replies kept confidential. Write Box 777, P. I.

MR. PUBLISHER: DO YOU NEED CHICAGO REPRESENTATION? University graduate with 12 years' successful selling of advertising on newspapers and trade papers. Well known among advertising agencies. Has established office, Commission basis. Box 775, Printers' Ink, Chicago Office.

EMPLOYMENT SERVICE

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. INDIVIDUAL CONFIDENTIAL. Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

Specializing in Advertising Personnel
Executives, craftsmen, juniors, secretaries, clerical. Personal attention to all placements by Elizabeth Muncy for 10 years in charge of employment bureau for AAAA.

Muncy Placement Service

Caledonia 5-2611
280 Madison Avenue, New York City

HELP WANTED

ASSISTANT ADVERTISING MANAGER

Large company requires the services of a first-class advertising man as assistant to their advertising manager. Must be able to prepare direct-mail literature and be capable of taking complete charge of department when necessary. In reply, state age, experience and salary expected. Applications will be considered strictly confidential.

Write Box 773, Printers' Ink.

ADVERTISING MAN: Experienced in copy writing, layout of advertisements for industrial products for the industry. Desire one who has had experience in House Organs. Must have technical and mechanical education. State salary desired with opportunity for development. Advertising Department. Box 761, P. I.

Salesman—Young man to assist St. Louis branch manager for metal cap manufacturer with nation-wide business. Applicants from St. Louis or nearby territory preferred, whether now located there or elsewhere. Experience in glass containers held a consideration, but not essential. State fully age, education, experience and salary requirements. Box 785, P. I.

PUBLICITY—Newspaper man with publicity experience, preferably native of New York, with good connections, for responsible position in well-known public firm. Job should be permanent. Applicant must also be able to meet people well and should be thirty or over. Please write qualifications, including education. Box 776, Printers' Ink.

Manufacturer Wants Experienced Advertising Men to handle America's fine line of advertising tire covers. Selling every class of trade. Made to order, beautifully lettered and illustrated for advertising any kind of business. You sell direct from our illustrated sales manual and samples. Give personal details and selling experience. G. H. Robinson Co., Dept. D, 1455 S. Michigan Ave., Chicago, Ill.

MISCELLANEOUS

★ AROUND THE WORLD FOR COLOR ★
★ Capable artist, agency art director, leaving shortly to take color photographs—latest process—seeks other commissions, views or posed illustrations enroute. Unusual opportunity, itinerary now being decided, write. Box 786, P. I.

POSITIONS WANTED

IDEA ARTIST—VISUALIZER Formerly largest 4A agencies; originate slants, illustration ideas, type arrangement, layouts, dummies, many successive big national campaigns. Box 764, P. I.

Young Man—six years' selling experience. College trained in advertising. Desire position as advertising assistant or similar capacity. Hard worker; age 22, New York vicinity. Box 782, Printers' Ink.

• **ARTIST-TYPographer** Background includes a Display House, Trade Publication, Mail Order House, National Printer and a 4A Agency. College trained, 27, married. Box 770, P. I.

A PHOTO-RETOUCHER AND LETTERER, KNOWS REPRODUCTION VALUES, desires position on free-lance basis or salary in New York City. Box 766, Printers' Ink.

PRODUCTION MAN

Three years' shop experience in printing and engraving. Seeks agency or publication connection. Salary no object. Box 767, Printers' Ink.

Experienced Young Advertising Woman Collector—Wide acquaintance; Business Letter, National, Local Accounts. Seeks connection, Newspaper, Magazine, Agency. Salary and commission. Box 772, P. I.

Exceptional Background—Sales Promotion, Merchandising, Market Research; Young Man, 31, University and Business School Graduate; Married; References; available Immediately. Box 778, P. I.

ADVERTISING EXECUTIVE Fifteen years' agency, publication, direct-mail, advertising manager experience; worked with salesmen and secured direct results. Box 779, Printers' Ink.

Technical and Industrial Training and Experience—combined with a background of Advertising and Selling. Box 769, Printers' Ink.

COPY—LAYOUTS—IDEAS NATIONAL, MAIL ORDER, DIRECT MAIL. Interesting story awaits concern inquiring outstanding experience. New worker; go anywhere. Box 765, P. I.

Available to national distributor or for new product; sales producing advertising director, sales manager or marketing executive, astute in judgment and analysis, alert and timely in action. Specialist in point purchase advertising. Box 780, P. I.

ARTIST—Young woman desires position in advertising art agency or manufacturing concern. Four years' experience in layout, line cut and wash drawings, box cover and wrapper designs and use of color. Willing to go outside New York City. Box 768, Printers' Ink.

PRODUCTION MAN AVAILABLE Larger necessitates dispensing with our production department. We would like to place our production manager who has shown marked ability in the handling of the mechanical end of our work. His salary demands are moderate. Box 783, P. I.

Executive—Young man seeking position as assistant to busy executive, printer, advertising man or purchasing agent. Experience covers a period of ten years in office routine, cost-keeping, estimating and production. Capable of handling detail. Loyal and dependable. Position preferred in metropolitan area. Box 781, P. I.

ROOM NEAR THE TOP!—Young man, 22, knocking at door of management. Available June 1st. His 14 years' experience publishing, advertising, selling, sales management, editorial, copy writing, direct mail should be worth considerable to the right company. Present brief can be contacted for reference and information. Box 771, Printers' Ink.

WOMAN ADVERTISING EXECUTIVE available—brilliant, analytic, Agency trained. Outstanding work: copy, art, sales promotion, merchandising, publicity; capable speaker; problem solver; diversified lines. Box 784, Printers' Ink.

ADVERTISING MANAGER—Versatile writer—novel layouts. Ten years with America's largest Candy-Food chain stores; agency and direct mail experience; Al references; salary reasonable; New York preferred. Box 762, P. I.

AVAILABLE—SALESMANAGER Ten years' sales and merchandising experience (2 national concerns). Qualified to organize sales force—Address sales meetings and dealer organizations. Energetic—Studious—well trained. Age 35—Christian—employed. Box 787, P. I.

IF YOU ARE A RESPONSIBLE PUBLISHER and own a paper which offers an opportunity for a high class advertising salesman with a long record of success to earn fifteen thousand dollars a year in commissions, I will furnish the man if you will furnish the opportunity. New York City preferred. Box 763, Printers' Ink.

A Salesman . . .

who justifies that name—
wants a job in New York

He has really earned \$12,000 plus for the last ten years.

While he has held two important sales executive jobs—he will take a small salary if he can stay home with the wife and kids every night. He doesn't know your line or your trade—But

He does know how to produce. He will play ball on a commission basis.

He is 35—well educated. His religion—not business—is Hebrew.

Box 788, Printers' Ink.

CAUTION!

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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CLOSERS

A SENSIBLE FORMULA FOR MAKING ADVERTISING MORE EFFECTIVE

In selling by the spoken word, no member of the sales force is more important than the "closer." Compared with him, the other members rate as "bird dogs." They drive the potential buyers out from cover—separate them from the mass of people who are not able or ready to buy. Then the "closer," ablest and most highly paid of all the force, swoops down and completes the work.

But in selling by the written and printed word there is often, if not usually, an entirely illogical reversal of this sensible formula.

Not the "closer" but the "bird dog" is the star of the force. Money, time, and the finest ability available are lavished on magazine and newspaper advertising, the chief function of which is to drive potential buyers out from cover by inducing them to clip a coupon or in other ways single themselves out from the mass of humanity.

Logically, one would expect the closing tactics of oral salesmanship to come into play at this point. The newspaper and magazine advertising has done all that can be expected of it. It has located the potential buyer, secured his attention, aroused his interest—he is ready for the "closer."

But instead of the ablest member of the sales force there now hobbles into the presence of the potential buyer a pitiful little creature posing as a printed salesman, feeble and stunted, sired by indifference out of incompetence, revealing in every detail the baseness of his parentage. A boy on a man's errand—and an undernourished, undeveloped, ill-dressed boy at that.

Search the whole field of oral salesmanship and you will fail to find his counterpart. But in the field of written salesmanship you may, perhaps, find it close at hand.

If you want to make your advertising more effective, look well to your "closing" tactics. Apply in your written salesmanship the same wise formula that you apply in your oral salesmanship. Be sure that when your magazine and newspaper advertising has singled out potential buyers from the mass of humanity you are adequately prepared to *follow up* with printed "closers" equal to the task before them.

Increase the effectiveness of your general advertising through the use of well-prepared direct advertising.

And, as a first step, see for yourself how we use direct advertising to follow up an inquiry.

EVANS-WINTER-HEBB *Inc*

820 HANCOCK AVENUE WEST

DETROIT

NEW YORK ADDRESS: 420 LEXINGTON AVENUE

The Evans-Winter-Hebb organization has within itself both capable personnel and complete facilities for the preparation and production of printing, direct advertising, and other sales literature: Marketing Analysis • Plan • Copy • Design • Art • Photo-Engraving • Letterpress and Offset Printing • Binding • Mailing

ADVERTISING MAY NOW
BE PURCHASED IN THE
COMIC SECTION IN WHICH WE
MAKE OUR BOW TO MORE
THAN 1,025,000 FAMILIES
EVERY SUNDAY IN THE
CHICAGO TRIBUNE - FOR
COMPLETE FACTS AND
FIGURES CONSULT WITH
A CHICAGO TRIBUNE MAN

